

2015 Fitness Awards p.94

**DUMB WAYS
MEN DIE**
P.39

THE MAGAZINE MEN LIVE BY

Men's Health

Free Pullout Plan

CUT YOUR GUT

29-Minute
Fat-Frying
Inferno

P.97

WHAT'S YOUR MAN SCORE?

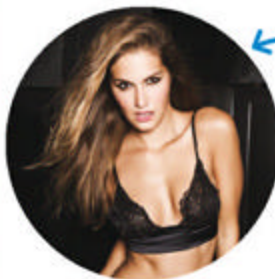
45 Guy Skills Tested

P.110

AMERICA'S BEST DINER FOOD

Eat It Tonight—
at Home!

P.118



*The Hot New
Sex App
Tap Her Desires*
P.78



World's #1 Golfer
Rory McIlroy
**BUILD MAJOR
MUSCLE**

P.102

**LIVE
LONGER**
THE SIMPLE
SECRET IS ON
PAGE 67

Plus

THE ULTIMATE
CROSSFIT
WORKOUT

4 BEST WAYS TO
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FEATURES / COVER STORIES

05.15

Get Ripped Like Rory

Learn how Rory McIlroy built major muscle—and honed his mental approach to success.

BY BILL STIEG [PAGE 102](#)

97

Cut Your Gut

This killer workout will bring you back to life.

110

What's Your Man Score?

Take our ultimate test of guy knowledge.

BY CLINT CARTER

118

Eat This Tonight!

America's greatest diner food—made at home.

BY JANE AND MICHAEL STERN



THE 2015

FITNESS AWARDS

Everything you need for a stronger, leaner, faster body. [PAGE 94](#)

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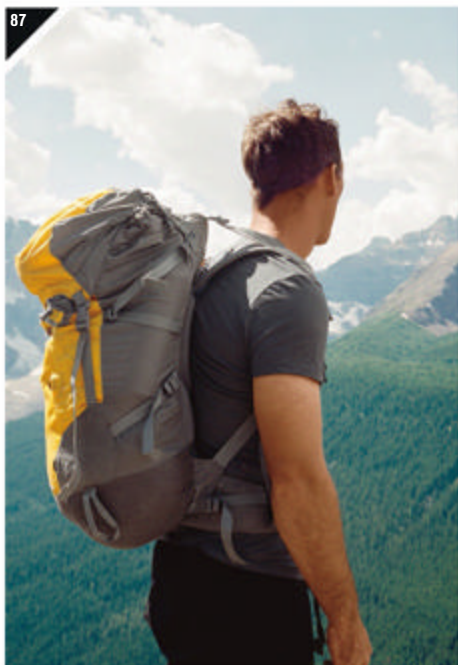


47



THIS MONTH: Transform your diet, unleash her desire, groom a mop, find adventure, and protect your penis.

87



74



64



82



FOOD + NUTRITION

THE MH LIFE

HEALTH

STYLE + GROOMING

SEX + RELATIONSHIPS

P.47

P.59

P.67

P.78

P.87

HEALTH, SEX,
STYLE & MORE

24 First-Date Don'ts

24 things not to say.
BY STEVE CALECHMAN

34 The Ultimate CrossFit Workout

Can you handle it?

39 Dumb Ways to Die

Avoid these 8 death traps for dim dudes.

47 Eat Smarter Now

Cook with the best ingredients on earth.
BY JAMES OSELAND

59 Look Better in Just 15 Minutes

And gain office cred.
BY SANDRA NYGAARD

64 Grow Long!

Own the scruffy look.
BY DAN MICHEL

67 The Smile Cure

Cheer up, live longer.
BY JULIE STEWART

74 The Scariest Bug

Protect your junk.
BY LAURA BEIL

78 Her Hot Sex App

Are you on it?
BY MIKE DARLING

82 Ask the Girl Next Door...Anything

Is my ex's roommate off-limits?
BY ALI FEDOTOWSKY

87 The 4 Best Ways to Spend \$1,000

Party with IRS money!
BY MATT MCCUE



ON THE COVER Rory McIlroy, photographed by Peter Yang. Styling by Jennifer Ryan Jones, grooming by Laura Dee Shelley/V76 and Dr. Hauschka/Exclusive Artists Mgmt., prop styling by Bedmark Studio. Hurley T-shirt, Hudson jeans, Omega watch, David Yurman bracelet; Nike Vapor Pro driver (above).

This page, clockwise from top: SAM KAPLAN, DIANA SCHEUNEMANN, TRAVIS BATHONE, SPENCER HEYRON, COVER: DIANA SCHEUNEMANN (inset).



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LG G Flex 2


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MAY: WE SUGGEST


05/01  **▶ Brace Yourself for Marvel Mayhem**
We're not sure what thrills us most about *Avengers: Age of Ultron*. Scarlett's costume? Spader voicing Ultron? Downey's charm? Whedon at the helm? Or is it the irresistible Cobie Smulders, trying to save the world? Yep, that's it. Save us, Cobie!


05/02  **▶ Dream On, Fans of Losers**
Sports fans are like succulent plants: All we need are a few drops of encouragement to nourish our tender dreams of better times to come. The three-day NFL draft ends May 2, followed on May 19 by the NBA lottery. Lotsa luck, suckers—er, succulents.


05/04  **▶ Experience Documentary Nirvana**
What more can be said about Kurt Cobain 21 years later? Plenty. Filmmaker Brett Morgen had access to unseen home movies, photos, and recordings. His documentary *Kurt Cobain: Montage of Heck* blew away Sundance and airs today on HBO.

05/15  **▶ Risk Some Mud and Sun and Beer**
Concerts are fun, but memories are made at festivals. Just assume the lineup will be fine, and choose by location. Like Hangout (5/15 to 5/17) on the beach in Gulf Shores, Alabama, or Sasquatch! (5/22 to 5/25) by a gorgeous gorge in George, Washington.

05/15  **▶ Steal a Glimpse of the Post-Apocalypse**
Australian director George Miller was 32 and Mel Gibson 21 when they barreled across the outback to make the original *Mad Max*. George is back with *Mad Max: Fury Road*, this time with Tom Hardy and Charlize Theron. Anybody seen Mel lately?

05/20  **▶ Say So Long to a Goofball Genius**
David Letterman began subverting TV comedy when someone at NBC gave him his own show back in 1980. Now, 35 years later, he's calling it quits. For his farewell, all we require are a few stupid pet tricks, a little Bill Murray, and maybe some Velcro.

05/25  **▶ Embrace Holidays that Matter**
It's healthy to feel skeptical about holidays, which too often feel like arbitrary excuses for guilt-inducing companies to goad us into buying useless crap. Mother's Day (5/10) and Memorial Day (5/25) do not fall into that category. Honor her. And salute the fallen.

05/29  **▶ Take Another Long Look at Cobie**
If *Men's Health* is about anything, it's about results. So imagine our excitement when we caught wind of the new movie *Results*, which explores two of our favorite topics, exercise and love. It stars Guy Pearce and, fresh from world-saving, Cobie Smulders.

From top: Marvel Studios/PhotoFest, Bob Levey/Getty Images, Frank Micellotta/Getty Images, Monica Schipper/Getty Images, courtesy Warner Bros, Antonia Hillier/Getty Images, Kimberly Brothman/Getty Images, courtesy Magnolia Pictures



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Why Is Golf So Freaking Difficult?

■ I FINALLY BROKE UP WITH GOLF AS A SOPHOMORE IN COLLEGE. WE'D HAD A GOOD FIVE YEARS together. My dad and I had some of our most heartfelt talks walking the front nine at our local club. And my buddy Jon and I raised some hell on the back nine, without managing to get arrested. I even played decent golf at times.

But my game probably peaked about a year after I started, and then got progressively worse, until the day I sliced my drive through the back window of a car and walked off the course. My clubs were like modern-day antibiotics, each one losing its effectiveness over the years as my swing mechanics mutated.

That was 25 years ago. I haven't played a round since, even though our articles editor, Bill Stieg, is always inviting me. Bill wrote this month's profile of Rory McIlroy and put together "The *MH* Way to Golf" on page 108, so he'd be a good guy to play with, right? And a good walk spoiled is still exercise. But I hesitate.

Scientifically speaking, golf is a five-hour opportunity to choke, says Sian Beilock, Ph.D., a professor of psychology at the University of Chicago who studies elite golfers. That's because you have so much time between plays to ruminate. I asked her for her best anti-choking strategies, whether you're playing a sport or filling an awkward silence in an elevator with the CEO. Her advice:

1. Bet with your friends. In Beilock's fMRI research, the beginners tend to worry about disaster while the pros' brains stay blissfully quiet. So go pro by using small wagers to practice under pressure in an atmosphere of friendly competition.

2. Ignore the mechanics. If you focus too much on "how," you'll screw up.

3. Find a keyword. A simple mantra (such as "smooth" during a golf stroke) can keep you focused on the end result rather than the step-by-step process. The worst keyword: "don't." When you think "don't," you usually do.

4. Maintain your speed. It's tempting to take a deep breath and gather your thoughts, says Beilock, author of the book *Choke*. But it's a trick. That's how the overthinking begins—and mistakes happen.

My usual fix for overthinking is thinking. Yep, my clubs will stay in the closet.



Bill Phillips,
EDITOR-IN-CHIEF

@billphillipsMH



A BETTER DAY TOMORROW

Next month, *Men's Health* launches *The Better Man Project*, the book that will help flatten your belly, sharpen your mind, and keep you healthy and happy for life. The idea is simple: All men can be better today than they were yesterday. We asked readers, and a few celebs, what motivates them to be better.

"Having the same friends ever since I was a kid. They keep me grounded."

RORY MCILROY

"Always striving to be fulfilled while understanding that gratitude is something I can embrace every day."

MAHERSHALA ALI
(Remy Danton on House of Cards)

"Some of us want to create a legacy. You can't do that being average."

@DRJOHNWHYTE

"I love life too much to miss any important event I have coming my way."

@MATTHEW_BRODA

"After eight years of combat deployments, a divorce, and losing it all, I'm twice the man I would have been."

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Reserve your copy of *The Better Man Project* wherever books or e-books are sold. Available on June 2.



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The Android Will See You Now

Your smartphone already enhances your quality of life. (Fist-bump to Spotify and Google Maps!) Someday it could also *save* your life, says Eric Topol, M.D., chief academic officer at Scripps Health and author of *The Patient Will See You Now*. “The smartphone is becoming the hub of individualized medicine,” he says. “Treatments will be more tied to a person’s data, and this information may also help prevent illnesses such as diabetes and heart disease before they strike.” Dr. Topol prescribes what he preaches: He gives smartphone-compatible blood pressure cuffs from Withings and iHealth to all his patients.

Expert Advice from **Eric Topol, M.D.**

1

Raise the Salad Bar

“Most nights of the week, I eat a heart-healthy arugula and kale salad topped with a whole bunch of stuff: sunflower seeds, walnuts, pepperoncini, crumbled Gorgonzola, and heirloom tomatoes. For dressing, I use aged balsamic vinegar. No oil. I’m really into balsamic. It’s fast and easy and tastes great.”

2

Fight Hard to Lose Big

“Employer-hosted contests to promote fitness and healthy eating are becoming common. They’re good for you and can benefit the team. If your job doesn’t offer one, ask HR to launch a weight-loss challenge with a company like HealthyWage. Or set up your own competition using an app like MyFitnessPal.”

3

Exercise Your Arteries

“Aerobic pursuits—running, bicycling, brisk walking—are the best types of activity for cardio health, according to a range of research. Six days a week, I hop out of bed and step right onto my elliptical. I do intervals, two to five minutes on and off, for 30 to 45 minutes. I also mix in Pilates for flexibility.”

4

Go on an Info Binge

“With my packed schedule, I don’t let technology distract me. Instead I use it as a tool. On Twitter, I follow 250 influential people in my field, and I use the news aggregators Flipboard and LinkedIn Pulse to find info that’s relevant to me. I have two info-feeding binges—one when I wake, one late in the evening.”

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David Jack

UROLOGY

Larry I. Lipshultz, M.D.
Judd W. Moul, MD, F.A.C.S.

WEIGHT LOSS

David Katz, MD, M.P.H., FACP, F.A.C.P.
Jeff S. Volek, Ph.D., R.D.

2-SECOND LIFESAVERS

Get a Raw Deal

To outsmart hunger, keep some raw almonds handy. They have 21 percent more fiber than the roasted variety, a UC Davis study reports. You’ll fill up on fewer calories and stay satisfied longer. Just stop at about 28 almonds to cap your calories at a six-pack-friendly 200.



David Katz, M.D., M.P.H., FACP, F.A.C.P., founding director, Yale-Griffin Prevention Research Center; author, *Disease-Proof*

Pinpoint Your Piriformis

If this muscle under your glutes is tight, it can cause back pain. Sit in a chair and, keeping your left foot planted, raise your right leg and rest the ankle on your left knee. Lower your chest to your calf. You’ll feel your piriformis stretch. Every day, do four (holding 30 seconds) per leg.



Alexander Koch, Ph.D., C.S.C.S., associate professor and program coordinator for exercise science, Lehigh University

Work Out Her Kinks

Encourage your mate to share her fantasies by downloading the PlsPlsMe app (iOS, free). It asks questions about your turn-ons, reveals how many people share them (probably more than you think), and inspires the two of you to explore—all set to erotic photos.



Debby Herbenick, Ph.D., M.P.H., director, Indiana University Center for Sexual Health Promotion; author, *The Coregasm Workout*

CHANEL



I have ants. What's the best way to get rid of the buggers?

JOHN, LITTLE ROCK, AR

Avoid those aerosol cans of ant killer, because they won't work: When you spray an insecticide, you annihilate only the ants you can see, which is just 10 percent of the nest, says Peggy Powell, Ph.D., an entomologist with the West Virginia Department of Agriculture. The smarter salvo? Baits. Try the Advance 360A Dual Choice (\$10, epestsupply.com), which uses a poisonous protein-and-sugar-based goop that ants scramble to take to their colony. Place the bait stations near where you think your invaders are entering. And remember: Since their main goal is to haul back as much grub as they can to feed their queen and crew, be sure to clean up every last food crumb in your home. Once the ants' supply of snacks is gone, they'll go straight for the bait, a.k.a. their last meal.



When ants attack, you need to clean up to clear them out.

What's the best heart disease test?

JEFFREY, WEST CHESTER, PA

For years, doctors used to make guys sweat about their heart health—literally. A brief but intense run on a treadmill while hooked up to a bunch of wires and electrodes would assess your heart's response to exertion. The problem? The results were sometimes inaccurate, leading to additional tests. Today there's a smarter way to check for heart disease: It's called a coronary calcium scan of your arteries. "The calcium score blows all the other predictors out of the water," says *Men's Health* cardiology advisor John Eleftheriades, M.D., director of the Aortic Institute at Yale. "It's so accurate that everything else pales by comparison." Here's how it works: The noninvasive procedure takes

10 minutes and involves having a CT scan that looks for calcium buildup in your arteries. Your calcium score, typically ranging from zero to 1,000, reveals whether you have coronary artery disease or are likely to develop it. The lower your score, the lower your risk of having a heart attack or dying of coronary heart disease in the next three to five years. Now for the fine print: Generally, the coronary calcium scan is recommended only for men who are 50 or older. Plus, those few minutes spent in the scanner will set you back as much as \$300, since the test isn't always covered by insurance. If you do opt to have the test and your score is high, your doctor may recommend taking medications or making changes to your diet and exercise habits to help keep you from keeling over.

Is it safe to refreeze meat that's already been thawed?

MARK, CHERRY HILL, NJ

Your odds of being tethered to the toilet depend on your defrosting method. Whatever the meat, if you thaw it to room temperature, the only place leftovers should go is in the garbage. That's because the amount of gut-churning salmonella and *E. coli* in thawed, uncooked meat can double in as little as 20 minutes. On the other hand, if you defrost by moving meat from freezer to fridge, it's safe to refreeze within one to two days, according to the USDA Food Safety and Inspection Service. Still, "safe" doesn't mean "appetizing." A double freeze will likely create even more ice crystals inside the meat, drawing out its moisture and flavor, explains



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DOES IT
WORK?

Oil Pulling

☐ SKIP IT

☒ WORTH IT

The Claim Swishing a tablespoon of coconut oil, sesame oil, or sunflower oil around your mouth each day will pull away plaque buildup and help prevent gingivitis.

The Reality Folks in India have relied on this kitchen-cupboard cure for thousands of years. Finally, in 2009, researchers put it to the test: A study in the *Indian Journal of Dental Research* showed that when people swished with sesame oil for a minute a day for 10 days, their gingivitis symptoms were reduced as effectively as if they'd rinsed with a chlorhexidine mouthwash, the typical treatment.

Think of oil as a magnet for microbes, says Lyla Blake-Gumbs, M.D., M.P.H., a staff physician and assistant professor of integrative medicine at Cleveland Lerner College of Medicine. Oral bacteria contain fats that latch on to the fats in the oil, causing the bugs to be pulled out of your mouth when you spit into the sink. And as a bonus, sesame oil doesn't come with chlorhexidine's tooth-staining side effect. Just be sure to swish *before* you brush to help loosen the bacteria from your choppers.

Martin Bucknavage, M.S., a senior food safety extension associate at Penn State. That's why you're better off slicing uncooked cuts into smaller slabs immediately after you buy them. Then freeze these portions in heavy-duty freezer bags that are designed to retain moisture, suggests Bucknavage. By preparing single servings up front, you'll be more likely to use all of what you thaw the first time.

I'm single. Do I need to spend my time and money on a will?

BEN, NORFOLK, VA

Unless you want to be remembered by loved ones as "that guy who screwed us over," it's time to address your inevitable demise. Each state has its own rules about how to give away your stuff. That means if you're single and die without a will, state administrators may liquidate your assets—the flat-screen TV, car, checking account—and misallocate them. ("Sure, let's give it all to that older brother with a gambling problem, not his niece who needs help with college tuition.") Besides, the best time to draw up a will is when you don't have marital ties to consider, says Bradley Fogel, J.D., a professor of law

at Saint Louis University. Why? It'll be easier for you to assess your worldly goods, and cheaper because most attorneys charge by the time it takes to untangle your finances, says Fogel. In fact, if you don't have much to your name, you can probably get away with using a DIY online will generator, such as Rocket Lawyer, says Michael J. Hussey, J.D., an associate professor of law at Widener University. But if you eventually marry or jump tax brackets, make sure you hire a pro. "Wills are very weird documents, and they're hard to get right," says Fogel. To avoid a grave mistake, use an attorney who specializes in estate planning. Find one in your state by going to actec.org and clicking on "Fellows."

I've never had chicken pox. Do I still need to be vaccinated?

ANDREW, WICHITA, KS

Don't get clucked over. You may have managed to dodge the disease so far, but you're still at risk, says William Schaffner, M.D., a professor of preventive medicine at Vanderbilt University. While U.S. adults account for just 5 percent of reported chicken pox cases each year, they're often hit harder than kids. Some complications include pneumonia and blood, bone, or joint infections. Plus, years down the road, the varicella zoster virus that causes chicken pox could come back as shingles, an extremely painful rash that targets older adults. Ready to roll up your sleeve? First, ask your doctor to make sure the disease didn't already take roost when you were a youngster: "Some cases can be pretty mild, so adults may have actually experienced chicken pox as children—even if they don't

remember it," says Dr. Schaffner. If a blood test shows that you've never been infected, you'll be given the standard varicella zoster vaccine, which is administered in two doses with about a month between each shot. Then, whether or not you recall having the pox, be sure to get the shingles vaccine once you turn 60.

SHE ASKS

Why are some men attracted to women who have childlike voices?

LAURA, COLUMBIA, SC

It's their evolutionary cue to copulate. Because women's voices deepen as they age, a high-pitched tone indicates to a man that the woman speaking is young and in peak form, says Greg Bryant, Ph.D., an associate professor of communication studies at UCLA. In fact, Bryant's research found that the voices of college-age women shifted significantly upward in the two days before ovulation, when women are most fertile. Men are also primed to equate childlike tones with better-looking bodies: They imagine women who have breathier, higher-pitched voices as more attractive than those who speak in more strained, lower registers, according to U.K. research. That's not to say you should talk like a tween to every man you meet. There's a fine line between adorable and annoying.

I occasionally have flakes. Do I need to use dandruff shampoo forever?

RICH, FT. COLLINS, CO

Sadly, you can't brush this off. Head shedding is a chronic condition caused by the buildup of yeast around the base of your hair follicles, says

I don't like my personal trainer, but I love my gym. How do I dump him?

LOUIS, MIAMI, FL

We get it: You don't want it to be awkward the next time you both reach for the same dumbbell. Soften the blow of the breakup by choosing your words carefully: "Give what's called a positive-feedback sandwich," says Susan Rudnicki, Ph.D., a psychologist and personal trainer based in Georgia. That means starting and ending with a compliment. "Say something like, 'I really appreciate everything you've done for me. But I want to try a different approach to meet my goals,'" suggests Rudnicki. Then finish with "I wouldn't have made it this far without you." And don't worry about any hard feelings: You're not dealing with an ex who's sobbing over what might have been. The dude's a professional (and we're assuming you two never slept together). "Personal trainers are taught to do what's best for their clients," says Rudnicki. If you do decide to try another trainer, tell the gym manager what you want in terms of motivational style and long-term gains. You're paying to get pumped up, not let down.



Getty Images (teeth), TOBY LEIGH (illustration)

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▶ YOUR BODY, DISSECTED

by T.E. Holt, M.D.



Why do I sometimes sneeze several times in a row?

ADAM, BUFFALO, NY

There's a lot more to sneezing than "Gesundheit!"—like, sometimes, more sneezes. Normally, when even just a single dust particle lands in the lining of one of your nostrils, your immune cells respond to the intruder by releasing a brew of chemicals, which in turn charges the sensory nerves in your schnoz. When those nerves reach max voltage, they push past their firing threshold, setting off the sneeze reflex. But sometimes one nose blast isn't enough to dislodge the irritant or slow the flow of fired-up nerves. That causes the process to repeat itself, possibly two, three, or more times. If you're an allergy sufferer, you're even more likely to be a serial sneezer: Your overactive immune response lowers the nerves' firing threshold, leaving them more primed to pull the trigger on "Achoo!"

Nicole Rogers, M.D., a professor of dermatology at Tulane University School of Medicine. But while dandruff can't be cured, it can be controlled. You'll need to reserve a permanent space in your shower for specialized suds containing zinc pyrithione or selenium sulfide. These antifungal ingredients can help slow the rate at which your skin cells die and slough off. When used daily and left in for at least five minutes, these shampoos can stop a good portion of collar snow in about a month, says Dr. Rogers. Worried you'll get sick of Selsun Blue? Assuming you have any flare-ups under control, you can switch back to regular shampoo as long as you continue to rotate in dandruff-control stuff at least once or twice a week, says Marie Jhin, M.D., a San Francisco dermatologist. One caution: Whichever shampoo you use, Dr. Jhin recommends always rinsing thoroughly. Any leftover residue could create a feeding ground for yeast and lead to a wicked scalp storm.

My daughter's birth made me so happy. So why was I crying?

CHRIS, SAN JOSE, CA

Relax. There's only one true crybaby here, and that's your new kid. Your unexpected outpouring is totally understandable. "Crying can reflect coming down

from any intense emotion, either positive or negative," says Lauren Bylsma, Ph.D., an assistant professor of psychiatry at the University of Pittsburgh. "It usually happens right after the peak of the emotional experience." In other words, tears are your body's attempt to tame an overpowering rush of feelings. Crying also has health benefits: Bylsma's research has found that some people who bawl for a few minutes report feeling better mentally and physically afterward. Letting the waterworks flow may help reduce the stress caused by the situation, producing a self-soothing effect on both your body and your mind, explains Bylsma. So it's a good thing you got it out, okay? And if your relatives caught that moment on video, tell 'em you aren't that sensitive—you're just being very proactive about your health.

My knees crack when I squat. Should I be worried?

TIM, SALT LAKE CITY, UT

What else is happening when you hear this pop music? In most cases, if your knees crack but don't hurt, then the noise is just crepitus—gas bubbles bursting, says Tony Gentilcore, C.S.C.S., cofounder of Cressey Sports Performance in Massachusetts. Sure, crepitus sounds scary, but those gases—oxygen, nitrogen, and carbon dioxide—are just part of synovial fluid, a natural joint lubricant. Another harmless knee noise-maker: Your tendons may be clicking back into place after shifting slightly out of their original position. What *isn't* normal is popping accompanied by pain. "Some guys push their knees too far forward while squatting, and that puts a lot of undue stress on their joints," Gentilcore says. Over time, this causes cartilage to wear down and lose its smoothness, resulting in an audible noise when your bones grind against each other as you bend. Worst case? You'll tear your meniscus. If you're hurting, have your knees seen by your doctor. You may be told to take a few weeks off from working out to let any swelling die down. When you return to lifting, check your form with the wall squat test: Stand with your feet hip-width apart and toes touching a wall. Then squat. If your knees hit the wall, try again, this time keeping your hips back and shins vertical. Do it right and you'll be rewarded with silence.



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her weight.

What Not to Say on a First Date

You may think you're being open, insightful, witty, or profound. But even a well-meaning remark can ruin your chances for a second date with her.

BY STEVE CALECHMAN

HOLD YOUR TONGUE...

You cleaned your plate. I'm impressed.

My mom wears that fragrance.

So who's the hot girl in all your Tinder pics?

I like to take my sweet time with everything. Everything.

Really? I never would have guessed that you were a runner.

My problem is I'm not picky enough.

Yoga instructor? Score on the flexibility!

According to Facebook, you had some fun last weekend.

Go ahead—guess how much money I make.

Hey! Your name is the same as my favorite anime character.

Are you drinking enough water? It's great for your skin.

My brother puts the L in loser.

So Steph told me that you're on birth control. Are you still?

I think it's really cool that you're so relaxed about your looks.

Oh, I've closed down this bar lots of times.

Everything okay? You look tired.

It's been 20 minutes and I still can't figure out why you're single.

Don't take this the wrong way, but your ass is awesome.

You totally remind me of a guy friend.

Some people think I'm an asshole, but I'm just confident.

What do you call three ducks at a bar?

It's super-easy for me to lose weight. I have a great metabolism.

My female friends are always trying to hook up with me.

I'm kinda scared of you.

EASY, LOVE DOCTOR

You make it sound as if she's been orgasmless and only *you* can end the drought. You may think you're being smooth and original. You're not. Best to remain silent.

Greg Behrendt, stand-up comedian and coauthor of *It's Just a F***ing Date*

LET HER STORY UNFOLD

Say nothing about your online discoveries until she shares. Then it's okay: "I saw your work. Nice about the Nobel." She'll feel that she was worth being checked out by a guy who doesn't prejudge.

Ann Demarais, Ph.D., psychologist and coauthor of *First Impressions: What You Don't Know About How Others See You*

STOW THE NEGATIVITY

Stay upbeat. People have a tendency to muddle information; if you speak positively of others, she'll project their talents and qualities onto you. Complain too much, and her take-home impression will be less than rosy. —A.D.

KNOW YOUR LIMITS

Fun guy? No, you sound like you drink too much, stay out too late, and pick up the dregs. Sure, taking her to your favorite spots shows that she matters to you. Just spare her the sad, sloppy details.

Wendy Walsh, Ph.D., clinical psychologist and author of *The 30-Day Love Detox*

BE GLAD SHE'S THERE

Everyone, including you, has reasons for being single, and those reasons can run the gamut from messy to innocuous. If she's dealing with them well, that's an encouraging sign, Mr. Also Single.

Paulette Sherman, Psy.D., psychologist and author of *Dating from the Inside Out*

GET A NEW ACT

Jokes are panic moves when the conversation lags. You want easy patter, not punch lines. So keep it simple: "I'd love to know more. Tell me about it." —G.B.

QUIT YOUR BRAGGING

Trust us, Romeo: She doesn't want to hear about your harem. Say "I'm lucky to have some strong, savvy women friends." With one statement, you erase competition worries and compliment an entire gender. —W.W.

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TO MAKE THE THREE
TO DOMINATE



ICE GUYS FINISH FAST

Cool your jets: **Icing your thighs just before a race can improve your finishing time**, a new British study reveals. In hot, humid conditions, experienced runners who wore frozen gel packs on their quads and hamstrings during a 30-minute warmup averaged 85 seconds faster in a 5K than when they didn't ice. "Precooling blunted the negative effect of heat strain, so the runners were able to exercise more intensely, especially over the final kilometer," says study author Carla Randall, M.Sc. Try it: Use underwrap and tape to strap on ice packs, or wear compression shorts that have pockets for reusable ice inserts (\$110, 110playharder.com).

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The Problem Your relationship has hit the doldrums ("What's on Netflix?"), and the passion has faded.
The Fix Go on double dates with new friends. When you hang out with others, they often respond positively to you and your mate, says Keith Welker, Ph.D., whose study appeared in the journal *Personal Relationships*. This can give you a fresh, appreciative view of your partner. Dates that promote conversation are best, he says.

Bulletins/Sex

DON'T TAP IT TOO MUCH

Your smartphone, that is: New research from Penn State and Brigham Young Universities suggests that **paying too much attention to digital devices can hurt your relationship.** Using phones and tablets during conversations, dinner, and leisure time ("technoference") correlated with lower satisfaction in women. The behavior conveys that the device matters more than the other person, says study author Brandon McDaniel, M.S. Silence your device during "together time"—or at least at dinner.

HOBBIES CAN BE HOT

A paintbrush as sex toy? For a recent report in the *Journal of Creative Behavior*, researchers asked women to rate the sexual attractiveness of various activities. Playing sports finished on top because it indicates fitness, notes lead researcher Scott Barry Kaufman, Ph.D.



7
Average length, in inches, of a dildo sold on the sex toy site Adam & Eve
Source: *The Journal of Sexual Medicine*



How Plastic Zaps Her Sex Drive

Chemical romance? Forget it. **Substances in household items may lower her libido**, a University of Rochester study reports. Women with the most exposure to additives called phthalates were up to 2.6 times as likely to report low libido as those with the least. These chemicals in plastics may interfere with production of testosterone and estrogen. Look for "DEHP free" or "phthalate free" on labels and buy fresh foods, which are less likely to have picked up phthalates from packaging.

All Bulletins: GUILHERME ZAMARIOLI (illustrations); Megumi Emoto/Anderson Hopkins (prop styling); this page: Pat LaCroix/Getty Images (beer)

CANCER LIKES YOUR TYPE

When is an A an F? When **a man's blood type increases his cancer risk.** A study recently published in *BMC Medicine* found that people with blood type A, AB, or B were 55 percent more likely to develop stomach cancer than those with type O. Study author Arash Etemadi, M.D., Ph.D., explains that people with non-O blood tend to have a different inflammatory response to the stomach bug *H. pylori*, resulting in an increased risk of stomach cancer. Fight back with fitness: Research also shows that moderate exercise can slash your risk of the disease in half.



SKIP THE STONES REUNION

Rock may beat scissors, but coffee beats rock. **Caffeine may help protect you from kidney stones,** a recent Italian study concludes. People who reported downing about 580 milligrams of caffeine a day—an amount equivalent to one tall and one grande coffee at Starbucks—were 30 percent less likely to be stricken with a stone than those who drank little to none. According to study author Pietro Manuel Ferraro, M.D., Ph.D.(c), caffeine increases your output of urine, which helps dilute stone-forming compounds. Not a java junkie? Even just one cup a day could help protect against kidney stones, says Dr. Ferraro.

23%

Increased risk of a fatal heart attack or stroke if your systolic BP is 140 mmHg or higher—even if your diastolic BP is normal
Source: *Journal of the American College of Cardiology*



Turn Down the Death Metal

This tastes toxic: **A heavy metal found in certain foods, such as oysters, may shorten your life,** suggests research from George Washington University. Study participants with the highest blood levels of cadmium had significantly shorter telomeres—genetic material found at the ends of chromosomes. In fact, their telomeres resembled those of people 11 years older. This amount of cellular aging can raise your heart disease and cancer risk, says study author Ami Zota, Sc.D. Protect yourself by avoiding tobacco smoke and limiting your intake of shellfish—two major sources of the metal. And opt for organic produce, which has about half the cadmium content of the conventional kind. For more reasons to go organic, see page 47.



WHAT THE HELL IS THAT?

The Term Nomophobia

What It Is Anxiety and fear felt when separated from a mobile device. In a University of Missouri study, people whose iPhones were taken away experienced spikes in blood pressure and heart rate and did 35 percent worse on a word-search test than when they had their devices. **Prevent It** Try an app like Checky (iOS, Android) to track your usage, says study author Russell Clayton, Ph.D.(c).

I have this need to nap, but when I take one, it only buys me a couple of hours. I can't control when I fall asleep. I'm missing things at work, and it's tough to concentrate throughout the day. *What's going on?*

WHY AM I TIRED ALL THE TIME?

If you experience any of these symptoms:

- Feeling tired all the time (excessive daytime sleepiness)
- Weakening of muscles when you feel emotions like laughter (cataplexy)
- Poor quality sleep (sleep disruption)
- Vivid dreams or feeling unable to move or speak when falling asleep or waking up (hypnagogic hallucination and sleep paralysis)

It could be narcolepsy.

FOR MORE INFORMATION:

morethantired.com/MH | 855.337.8400 | Talk to a sleep specialist

Stick It to the Starches

Stow the silverware. **Eating with chopsticks can lower your glycemic response to carbs**, a new study from Singapore suggests. When people ate white rice with chopsticks, the grain's glycemic index dipped 16 percent, resulting in less of an insulin increase than when they used a spoon. Study author Christiani Jeyakumar Henry, Ph.D., says the sticks make you take smaller bites. This causes you to eat more slowly than you would with other types of utensils.

Using these magic wands can lower your blood sugar.

Bulletins / Weight Loss



TAKE A STAND AGAINST FAT

It's a matter of scale: Scientists in Finland report that **weighing yourself weekly can help you avoid gaining pounds**. People who stepped on the scale at least once a week put on little or no weight, while those who went longer than a month experienced an average 1 percent weight gain over a 12-month period. Some participants packed on as much as 1.7 percent more weight. Regular weigh-ins allow you to adjust your eating habits if you notice that you've put on some extra pounds, says study author Anna-Leena Vuorinen, M.Sc.



FIGHT FLAB WITH FLAX

Sow the seeds and reap the benefits. **Adding flaxseed to your meals may help banish belly fat**, a Brazilian study found. When obese men added 60 grams of ground flaxseed to their daily diet and reduced their carbohydrate intake, they lost an average of 13 pounds after 42 days. The study authors credit chemical compounds in the seeds called lignans, which have anti-inflammatory properties that can help protect against abdominal fat.

50%

Drop in cafeteria patrons' chances of gaining weight in one year when calorie information was prominently displayed
Source: *Obesity*

Teaming Up to Slim Down / The couple who diets together gets fat together. Trying to lose weight with your partner may cause you to overeat, reports a study in *Eating Behaviors*. When one person had more success at dieting, it caused the other to lose confidence and struggle to control food portions, says study author Lindsey Fast, Ph.D. A safer bet: Diet separately and just support each other's goals from the sidelines.

DIET DON'T



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● **TOTAL EXERCISE TIME**
● **CALORIES BURNED PER MINUTE**
● **TOTAL CALORIES BURNED**

How Hard Is CrossFit?

Hurricanes and CrossFit workouts have one thing in common: Some of the most brutal ones are named after women. Indeed, when scientists at Kennesaw State University studied Cindy, one of the fitness brand's benchmark timed workouts, they found that **doing total-body moves against the clock can burn 261 calories in just 20 minutes.** As the figures to the right reveal, that's nearly as many calories as you'd burn during a more typical half-hour gym session.

SWEAT WITH CINDY

Set a timer on your watch or phone for 20 minutes. Do 5 pull-ups, 10 pushups, and 15 squats, in that order. That's 1 round. Do as many rounds as you can before the time runs out.



Pullup

Use an overhand grip to hang from a pullup bar with your arms straight. Pull your chest to the bar. Pause, and then return to the starting position.



Pushup

Assume a pushup position. With your elbows tucked, lower your chest until it's just a few inches off the floor. Pause, and push yourself back up.

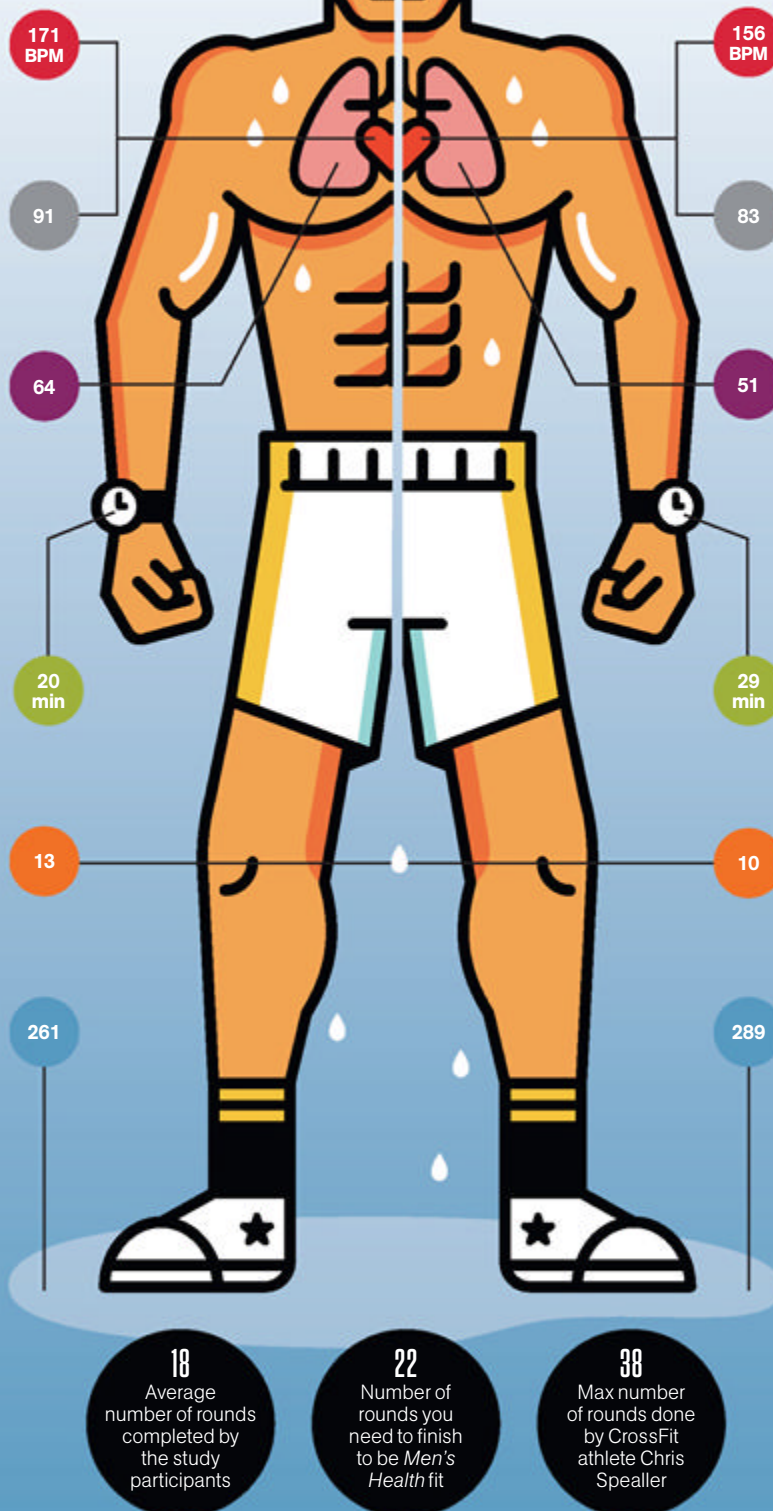


Squat

Stand with your feet set slightly beyond shoulder width. Now push your hips back and lower your body as far as possible. Stand back up.

CROSSFIT'S CINDY WORKOUT

TYPICAL GYM WORKOUT*

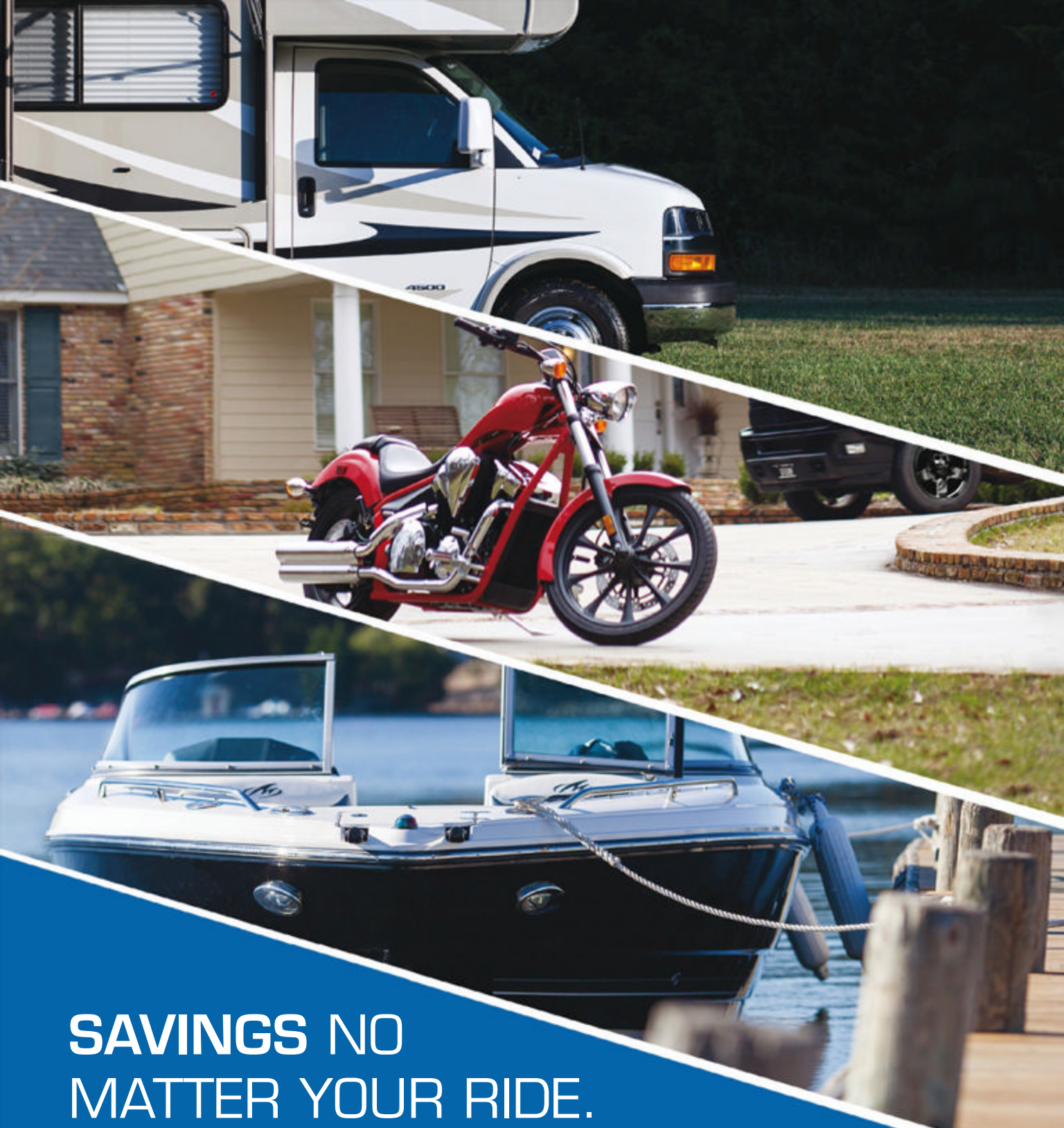


*Source: *Journal of Strength and Conditioning Research*. Study participants performed a total-body functional workout session using a cable machine.

10%

Increase in leg strength following six weeks of plyometric training ("jump training")
Source: *Journal of Science and Medicine in Sport*

Illustration by ELIAS STEIN



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DIG DEEPER

Give it your all, and then some. **You may have more in the tank than you think**, reveals a Michigan Technological University study. Cyclists who pedaled to exhaustion, recovered for three minutes or so, and began riding again generated the same power as when they were fresh. People have a reserve capacity, says study author Steven Elmer, Ph.D. To tap it, focus on your pedaling, not your suffering. Count each revolution on one leg and then the other, switching sides every time you reach 10.

FITNESS FIX



The Problem

Runner's stomach

The Solution Before and during your activity, sip a drink that has 6 percent glucose and 5 percent fructose. Guys who did that for a two-hour jog and a 4-mile time trial had fewer gastrointestinal issues and ran faster than those who drank just glucose, a University of Nebraska study found. The mix may be more rapidly absorbed, which is why sports drinks like Gatorade use it. For a DIY version, drink water and eat 150 calories of grapes or bananas.

34

Minutes of running shown to reduce a person's anxiety
Source: University of Illinois

Bulletins/Cardio



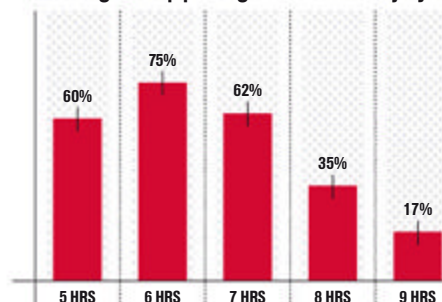
The Sound Barrier for Runners

Your lungs are a good heart rate monitor. **The ability to converse while exercising is an accurate gauge of effort**, say researchers at the University of Wisconsin. They quantified the "talking test" that runners use and determined that if you can speak comfortably, you're probably at less than 80 percent of your maximum heart rate. If talking is difficult, you're at 80 to 90 percent. And if you can't speak at all, you're at more than 90 percent. "The harder you're exercising, the fewer breaths you can waste on talking," says study author Carl Foster, Ph.D.

DON'T SIDELINE YOUR SHUTEYE

Hit the sack, stay off the DL: Researchers in Los Angeles surveyed high school athletes about their sleep and training habits and then followed them for 21 months. The wake-up call: The best predictor of injury was the number of hours the athletes slept each night. In fact, the findings are consistent with the results of similar studies revealing that a lack of sleep can affect cognitive and fine motor skills in adults, explains *MH* sleep medicine advisor W. Christopher Winter, M.D. "Keep in mind that an essential ingredient for athletic recovery is growth hormone production, which occurs during deep sleep."

Average Sleep per Night and Risk of Injury



Brad Mangin/Getty Images (cup)

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How Dumb Turns Deadly

Lots of idiotic acts start with “genius” ideas. Those that end in carnage fall mostly in the guy realm. In fact, the authors of a new *BMJ* study have coined a term for this: Male Idiot Theory, or MIT. (The Massachusetts Institute of Technology is so grateful.) After analyzing two decades’ worth of Darwin Award winners, they determined that 282 of 318 epically dumb moves were perpetrated by guys. That’s an 89 percent stake in bizarre deaths and dismemberments. The gravestones below show the number of boneheads whose actions ended in death or castration. Use it to keep yourself out of the body and eunuch count. —RACHEL SWABY

Uncommon Knowledge

THE INSIDER'S GUIDE TO EVERYTHING

GORE COUNT

MORBID MISCALCULATIONS

60

40

20

60 Idiots

Setting up your own bungee jump? Don't. But if you insist, remember to factor in how far the rope stretches *before* you take the flying leap.

VEHICULAR VIOLENCE

56 Morons

Maybe the stupidity of riding on top of a car or getting towed in a shopping cart isn't apparent until someone hits the brakes or yells, “Speed bump!”

EXPLOSIONS AND FIRE

45 Numskulls

Whether it's shoving a firecracker up your butt or juggling grenades, don't forget how easily combustibles can accidentally (and fatally) ignite.

SELF-INFLICTED WOUNDS

26 Dummies

A pen gun or stab-proof jacket might seem cool. But unless you're on a secret mission to oblivion, do not test them on anyone—including yourself.

FATAL FALLS

60

40

20

26 Dolts

Doing planks atop a balcony railing or pullups while hanging over the edge: That's probably taking the idea of a killer workout a bit too far, okay?

OUTDOOR ENDINGS

25 Boneheads

The wild is wild enough. Do not go on a desert hike without water, or a rafting trip during a flood. Also, don't try to create your own fish suit. 'Nuff said.

ACCIDENTAL ELECTROCUTIONS

23 Dimwits

Oh zap! Illegal acts like tapping into a power grid, stealing live copper wire, or tagging the rooftop of a train can incur the instant death penalty.

ANIMAL ATTACKS

21 Fools

Don't mess with Mother Nature. No taunting snakes or stealing honey. And trust us: An elephant can literally stomp out your attempt at a selfie.



Once you've mastered the basic burger, consider swapping out conventional ground beef for a pork or salmon patty. Then amp it up with another crazy condiment idea from Food Network chef Richard Blais: Thai peanut sauce. Use it like ketchup to add a whole new dimension of sweet, salty, and spicy goodness.



GUY MATH

When Is a Burger Done?

BY MARK ROBER, A FORMER NASA ENGINEER WHO HOSTS HIS OWN SCIENCE AND CREATIVITY CHANNEL ON YOUTUBE

It's your classic springtime conundrum: You fire up the grill for the first time since September, intending to sear some epic burgers. But somehow those patties end up torched.

Why are you chuck-challenged? In your effort to avoid serving raw meat to your guests, you err on the side of blackened, too-well-done grub. As in...that meat puck could be confused with a briquette.

We've cooked up a solution. Use the equation above, built off dozens of our own mouthwatering field tests. One quick rule: The sizzle time for an average inch-thick patty is about 14 minutes. So for every quarter inch of burger thickness, add three and a half minutes on the grill. (For on-the-fly estimates, use the side of a bottle cap; it's about a quarter inch high.)

Cooking times will be the same whether you're using gas or charcoal: Burgers are flat disks, so they'll always char evenly, at the same rate.

While timing is important, the right temp is also key to patty perfection. First, light the grill and let it warm up. Then hold your hand about 3 inches above the grate. If you can keep it there for only two to four seconds, you've hit the right medium-high range of warmth.

Now slap on your burgers and leave them there. Flip only once, halfway through the cooking time, so each side browns about the same. This works for both traditionally fatty and leaner grinds of beef. If you want a cheeseburger, place your slices atop the patties about two minutes before you're done to achieve melty awesomeness.

Note: For food-safety reasons, we've solved for medium-well, or slightly firm and pinkish. That'll ensure that your burger reaches 160°F throughout, the point at which harmful bacteria like *E. coli* burn up. Always verify that number with a food thermometer. Now you've got a taste for great science!

Figures are based on both 80 percent and 90 percent lean mixtures of ground beef. Keep the grill lid off once the coals are warm.

BURGER TOPPING CHART

SLAP THESE BETWEEN YOUR BUNS

Lettuce, tomato, and onion are (yawn) fine, but exotic toppings add flair that your guests will savor long after they've had seconds. Try these finishing touches from Richard Blais, author of the geeky cookbook *Try This at Home* and host of Food Network's culinary adventure show *Hungry Games*. You'll elevate your burger and earn your props as a grilling great. —PAUL KITA



Bring On the Beefiness...

With stinky fish: Intense, briny anchovies carry the rich umami of seared beef. Stir a pea-sized dab of anchovy paste into a small bowl of ketchup and slather up the bun.



Add Freshness...

With a preserved vegetable: Instead of classic pickles, try thick slices of pickled beets on a bacon cheeseburger. Their sweet earthiness will offset the salty beef and bacon.



Turn Up the Heat...

With a crazy condiment: "Old Bay-O" is an extra-hot spread. It's made by mixing Old Bay (a spicy seasoning powder usually used in seafood) into mayo. Season to taste.



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-KENNETH COLE



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PICKUP GAME



Sneaky Equals Freaky

Your odds of having wild sex in a strange place are better if she feels it's somewhat private, according to a new study in the *Journal of Sexual Medicine*. So invite her on a backcountry hike—even if bird-watchers carry binoculars.

MONTHLY METRICS



Drinkers Drown

70% of recreational water-related deaths involve booze. Just one drink can affect coordination and reaction time. Avoid that kind of swim-ming with the fishes.



Riders Rally

0% of Kentucky Derby horses have won at post position 17. Root for the steed in the 1, 5, or 10 spot; combined, they've picked up 31 percent of wins since 1930.



Sons Splurge

44% of moms just want to celebrate with their family this Mother's Day. Didn't yours teach you anything? Quality time always trumps a card, flowers, or cliché gift.



Swingers Shrink

96% of calories burned in an hour at the gym also come off in an hour of golf—if you walk the course. Hone your short game on Mini-Golf Day (May 9).

Sources: CDC, Churchill Downs Incorporated, PriceGrabber, Compendium of Physical Activities



You can shoot smarter at the urinal too. Tadd Truscott, Ph.D., a fluid dynamics engineer, says to stand 4 to 8 inches away from the porcelain backboard. Aim downward at a 30-degree angle and shoot slightly left or right to avoid a fine spritz of pee on your pants. See the safe zones at MensHealth.com/urinals.



From top: Mianny Photography/Getty Images, Dreamstime, Josh Wilhelm/Getty Images, Epoxydude/Getty Images, Jonathan Newton/Washington Post/Getty Images

WHAT'S YOUR PLAY?

You're Half Asleep and Gotta Pee

It's 2 a.m. and nature just issued an unexpected wake-up call. So you trudge to the can, groggy and packing a loaded anatomical Super Soaker. When you reach the bathroom—which is perhaps illuminated only by a nightlight—you're faced with two options: Do you try to stand and deliver without spraying everywhere? Or go for the unmanly butt-bow and pop a squat?

Please have a seat. Blame poor toilet design, says Tadd Truscott, Ph.D., a professor of fluid dynamics at Brigham Young University. Unlike urinals, which are stationed at nob height and have a curved backboard to deflect your shot toward the drain, toilets are basically wide-open pools that encourage "splash-back"—the scientific term for what happens when your pee payload hits the water's surface and some of it ricochets back up.

Over the years, you've likely learned to keep such sprinkling off your jeans with a trick play: You try to fire above the waterline at either the back or a far side of the porcelain. All without christening the rim, right? Unfortunately, such a maneuver is difficult in the dark.

And even if you are comfortable getting a little wet, that could come back to haunt you. The pee droplets can land on anything close by, creating a nice breeding ground for bacteria. If you've got toothbrushes or face towels nearby, that contamination may end up on them—then in your mouth or nostrils. Such a slick move may lead to sickness later on.

But let's assume you're willing to risk waking yourself up by flipping on the light. That won't make a difference: Standing is inevitably sloppier than sitting down.

After your stream reaches about 4 inches beyond the exit point of your, er, apparatus, gravity makes that flow more unsteady, causing more microscopic droplets to strafe the bowl's rim or your legs. And be honest: If you sigh like most guys do as they discharge, you don't recognize that this is happening.

Most of us never realize that we're splattering all over ourselves

at all. "You don't even notice that splashback because it's your body temperature," Truscott says.

Once you're seated, though, you should still shoot carefully. For minimal mess, aim for an area at the front of the bowl, just above the waterline, says Truscott. Piss too low and you'll hit the water, causing your undercarriage to get wet. Spray too high and you'll overshoot,

Most of us never even realize we're splattering all over ourselves, because the splashback is body temperature.

hitting the rim, seat, or floor. Sure, you'll still be in the dark. But if you can't make this shot at close range, then that's a moot point: You might want to try adult diapers.

When you're all finished, close the lid. This makes the flushing quieter and prevents the toilet from spritzing up bowl water—the sort of piss-and-fecal fountain that could contain E. coli.

And wash your hands. No matter how you unload your gun, it leaves residue behind, says Truscott. You could end up with ammo on your shooting hand. —KATIE MACDONALD

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Cheers! The next one's on him. He just doesn't know it yet.



GUY WISDOM

Jimmy the Bartender

Straight-up advice on women, work, and other stuff that screws up men's lives.

A friend of mine says guys should stand when a lady comes to the table. I say bullshit. What do you think?

BRIAN, SAN ANTONIO, TX

I'm guessing you two don't remember the women's lib movement, when a lot of those old-hat traditions bit the dust. I'm siding with you on this one, Brian. Unless the lady is the president of the United States or your grandmother, you really don't have to stand. That said, it wouldn't kill you to prove you have good manners—to everyone, chief, not just women. If it's a guy you've never met, stand up and shake his hand. Your sister-in-law? Stop chewing and give her a kiss. Be polite and you'll set yourself apart. That's something people notice.

Every time I see my grandpa, he makes racist comments. Is it worth speaking up?

LEN, SAN DIEGO, CA

I admire your noble intentions, Len, I really do. But I've run into my share of stubborn folks with rock-hard ideas

about politics, religion, and race, and I've come to learn that those people usually aren't looking for friendly discourse. Grandpa's wrong. You know it; he doesn't. But he's also family. And the more you try to pry his mind open, the more you'll close off your relationship. So stay off the soapbox and divert the conversation toward safer territory. Like this: "How about those Padres, Grandpa?" Changing his attitude may be impossible; changing the subject is easy.

My old college pal looks uncomfortable when I invite him to drinks with my work buddies. How do I get him to just relax and loosen up?

DANIEL, PHILADELPHIA, PA

First, stop worrying about how he's enjoying himself. He's probably picking up on that, which ain't helping. But you do have to make a little effort to initiate him into the group. So if he's a family guy, say "Hey, Jim, this is Paul. Paul has a little girl too." Then find a reason to let Jim and Paul talk

without you. Do that a few times—and just be casual about it, would ya? Your old college pal will start to feel like part of your new gang.

My office tends to empty out around 6:30, but my boss stays hours later—and I sit next to him. Should I pull longer hours to impress the guy?

VINCE, DES MOINES, IA

Every office has at least one workaholic. Question is, what's his deal? Sure, he might be impressed by your extra effort. Or he could just be a no-life masochist who doesn't care how much time you put in. Ask around to find out. After all, you can't be the only person who worked under him. And if it turns out he's paying attention to all your comings and goings, ask yourself: Is the tradeoff worth it? Do you want people to start asking the same questions about you someday, or would you rather go buy your coworkers a drink at quitting time? If people like you, they'll work hard for you. I'd call that getting ahead.

My girlfriend wants our anniversary to be this big production—the fancy restaurant, the whole deal. Can I try to dial it down?

MIKE, BOISE, ID

It's not about whether you can, Mike. It's about whether *she* can. And it sounds like the answer is no. Here's a question for you, big guy: When, other than on your anniversary, have you two dressed up and gone out on a nice date? Because clearly that's what she's interested in. If you really don't like big-deal anniversaries, try planning some classy quality time during the rest of the year. Then maybe she'll relax about the actual day. But one way or another, you're gonna have to show this woman some attention...or someone else will.

I don't tip if I'm just ordering a beer. Am I being an asshole?

MATT, TAMPA, FL

I'm a bartender, Matt. Of course I think that makes you an asshole. But if you really cared about my opinion, you'd give me a buck.



WORK MAGIC

CONJURE UP FREE BEER

The Principle

Quickly read and answer: What color is snow? What color are clouds? What color is whipped cream? What color are polar bears? What do cows drink? "If you said 'milk' instead of 'water,' you were primed to choose something white," says neuroscientist Susana Martinez-Conde, Ph.D. Magicians use priming with words or actions to set up tricks. They'll hold out a handful of change, say, and pick up and show one coin. "By performing the action for real, I'm getting the audience to drop its guard," says illusionist Jonathan Levit. "The next action, pretending to pick up a coin but using sleight of hand, looks the same. But the coin is gone."

How to Use It

When it's time for someone to buy the next round, you can milk your buddy the same way. Assuming he needs just a little push to pay, Martinez-Conde suggests priming him by using words like "sharing," "kind," and "friend." This should help him connect the dots between nice gestures and reinforcing your strong friendship. Still getting the blank stare? Say something like, "Thanks for helping me fix my car. It was really generous. You're always there for a pal." No begging; that's counterproductive. —JOE KITA





Here's why you should drive a ride as cool as Jimmie Johnson's: Guys who gunned the engine of a luxury sports car on the open road had 8 percent higher testosterone levels than men putting around town in a family sedan, Concordia University researchers found. So that BMW 4 Series is a health expense, right?

UNCONVENTIONAL WISDOM

How to Avoid Crashing

By Jimmie Johnson

RACE
AHEAD!

After more than 14 years in Nascar and six Sprint Cup championships, I know what it's like to be cruising along and then suddenly—*bam!*—you hit a wall. For instance, in 2000 I slammed into a barrier at Watkins Glen International, totaling my car. You may not spend your workday speeding into the backstretch at 200 miles an hour, but the last thing you want is to crash in those crucial laps between lunch and quitting time. So instead of spinning your wheels or drifting toward a collision with unconsciousness, use these maneuvers to get back on track. There's no trophy at stake, but you might get a boost from your corporate sponsor.

1

Top Off Your Tank

Whether you're on the track or at the office, it takes high-octane fuel to fire on all cylinders. For breakfast, fill up with two eggs, 1 cup of fresh fruit, and a slice of whole grain toast with peanut butter. That'll provide slow-burning energy and keep you full longer. To avoid stalling out, stay fully hydrated with this rule of thumb: Guzzle enough H₂O (or, ahem, Gatorade, my sponsor!) to make at least five pit stops a day. And go before you drive home. No stopping with the checkered flag in sight.

2

Boost Your Battery

You might think all those left turns I make would put me to sleep. But I'm more likely to conk out in a dimly lit office or cubicle. Lack of light can trick your brain into secreting the sleep hormone melatonin at, say, 3 p.m. rather than before bedtime. Prevent that by hitting the gym at lunch. The loud, brightly lit space will help slam the brakes on melatonin and accelerate your production of endorphins, neurotransmitters that are as energizing as a roaring Nascar crowd.

3

Engineer an Edge

If you miss a work-out, you can keep your mental engine humming with a quick power nap. Sit back in your chair, close your eyes, and drift off for 10 to 20 minutes. That relatively short duration means your sleep cycle stays in the non-REM stage. You'll wake quickly with a surge of alertness, shift right back into work mode, and set a new track record for productivity.

—WITH MH SLEEP ADVISOR
W. CHRISTOPHER WINTER, D.D.,
AND WESLEY DELBRIDGE, R.D.,
OF THE ACADEMY OF NUTRITION
AND DIETETICS



BODY BENCHMARK

Could You Make the U.S. Women's Softball Team?

It isn't just the extra bat in your pants that's keeping you off USA Softball Women's National Team. The women who rule at the most elite level are fast and strong and would dominate the motley crew you play with on weekends. Before even trying out, Junior Women's National Team hopefuls have to meet strict requirements for bat strength, throwing speed, and overall fitness. Think you can measure up? Grab a stopwatch and test yourself. In addition to swinging the bat at least 50 mph, here are the other minimums these women need to meet before taking the field. You'll see why "soft" is sort of a misnomer in this sport. Game on!

55

Throwing speed,
in miles per hour

2.95

Number of seconds to sprint
from home to first base

12.5

Number of seconds to run
around all four bases

30

Number of pushups to be
completed at one time

DISTANCE BETWEEN BASES IS 60 FEET. A 55 MPH THROW WOULD TRAVEL 60 FEET IN 0.74 SECOND OR LESS.



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3 Life-Changing Organic Meals

Because no man should ever be forced to enjoy his heritage pork tenderloin with a heaping side of pesticides. BY JAMES OSELAND



MY ALLEGIANCE TO ORGANIC FOODS BEGAN, INTERESTINGLY enough, during my punk anarchist teen years. Along with the moshing, headbanging, and neon-orange hair, I became distrustful of the industrially processed food I'd grown up eating as a child. I wised up about what was really inside all the flashy packaging—the empty calories, the toxic farming practices. And as part of my rebellion against all things Establishment, I thumbed my nose at any food that came from a factory. However, this new lifestyle locked me into a new set of limitations concerning my diet. Back then I subsisted

almost entirely on a diet of avocado, Monterey Jack cheese, and sprouts sandwiched between two slices of whole wheat bread. If the offerings at my local health food store were any indication, I was not alone in approaching a natural-food diet with this kind of determined drudgery.

While those days helped shape the man I've become, boy am I glad they're behind me. Nearly four decades later, I'm still on the organic bandwagon, but I'm no longer limited to lentil soup and brown rice. Thankfully, the organic movement has matured and now embraces a much broader and more inclusive style of eating.

Today I dig my fork and steak knife into grass-fed organic rib eye. I've upgraded from Jack cheese to organic Spanish Manchego. I enjoy a wide variety of organic vegetables that are even more colorful and diverse than the packaged candy of my childhood. (And, it goes without saying, they contain far more nutrients.)

I cook organically because I know that organic foods, while they might cost a bit more, are guaranteed to taste better, be better for my health, and have a positive impact on the environment.

They also make cooking easier: With good, fresh ingredients, I can cook simply and eat really well. Because organic foods are so flavorful, you have to do very little to make them table-ready. And I feel good about serving my friends and family food I know hasn't been tainted with loads of pesticides.

Consider three of my go-to recipes, shown on this and the next few pages. I've turned to them time and again over the years. Give them a try, buying organic ingredients when you can. These dishes are more than just healthy for you and the planet: They're also mind-blowingly delicious.



1

Grilled Swordfish Steak and Grilled Asparagus

This simple dish is my favorite go-to for a quick meal after work. For minimal cleanup, you get maximum flavor.

What You'll Need

½	CUP TIGHTLY PACKED FRESH CILANTRO LEAVES
1	LARGE EGG
1	TBSP LEMON JUICE
2	TSP DRAINED CAPERS
½	TSP DIJON MUSTARD
1	GARLIC CLOVE, MINCED
3	TBSP EXTRA-VIRGIN OLIVE OIL, PLUS EXTRA FOR BRUSHING
½	LB ASPARAGUS SPEARS, PREFERABLY THICK
1	SWORDFISH STEAK, HARPOON- OR HANDLINE-CAUGHT (8 OZ, 1" THICK)

1. Preheat the grill to direct, medium heat. In a blender or food processor, puree the cilantro, egg, lemon juice, capers, mustard, and garlic; add salt and pepper. Drizzle in the 3 Tbsp oil; mix well, being careful not to overblend.
2. Lance the asparagus with 2 bamboo skewers to make a "raft." Brush the asparagus with oil and season with salt and pepper. Oil and season the swordfish as well.

3. Grill the swordfish and asparagus, turning both once or twice, until the fish is golden and just cooked through, about 6 minutes total, and the asparagus is slightly charred and tender, about 8 minutes. Remove the skewers; plate the asparagus with the fish. Drizzle the sauce over both. (Leftover sauce will keep in the fridge for 3 days.) Makes 1 serving



Organic Advantage

Certified organic eggs come from birds raised without antibiotics. As a result, they contain less antibiotic-resistant bacteria than nonorganic eggs, according to a 2010 study from Germany. The raw egg makes the sauce in this meal extra creamy, but if you're at all concerned about the risk of foodborne illness, just skip the huevo.



OUR EXPERT

James Oseland, a *Top Chef Masters* judge, is editor-in-chief of the new magazine *Rodale's Organic Life*. The premiere issue is available now.



PREP SCHOOL

Tender asparagus is delicious. The woody part at the bottom of each spear? Not so much. To lose the wood, simply grasp each spear near the bottom and break it with your hands. The spear should automatically snap where the tenderness begins. Discard the ends or simmer them in stock until tender and blend them into a soup.



2

Grilled Pork Tenderloin with Ancho-Orange Sauce and Kale Salad

I'll always spring for organic tenderloin—it's richer than the conventional kind. Enjoy this meal with someone special.

What You'll Need

- 2 LARGE ANCHO CHILES, STEMS REMOVED
- 3 LARGE NAVEL ORANGES
- 2 GARLIC CLOVES
- ¼ TSP DRIED OREGANO
- 1 SMALL PORK TENDERLOIN (1 LB)
- 6 OZ KALE, STEMS AND RIBS REMOVED, THINLY SLICED
- 2 TSP WHITE WINE VINEGAR
- 2 TBSP EXTRA-VIRGIN OLIVE OIL
- ▶ VEGETABLE OIL, FOR BRUSHING THE GRILL

1. Heat a dry skillet on medium. Toast the chiles until fragrant, about 1 minute. Remove the seeds and veins and soak the chiles in cold water until soft, about 20 minutes. Drain.
2. Squeeze ¾ cup plus 2 Tbsp juice from 2 oranges. Cut the top and bottom from the third orange to expose the fruit. Then cut off the peel and pith from the sides. Halve the orange lengthwise and then

- cut each half into slices. Reserve.
3. In a blender or food processor, puree the chiles, ¾ cup OJ, the garlic, the oregano, and salt to taste. Put the pork in a dish; rub with ¼ cup sauce. Marinate 30 minutes at room temperature.
 4. Preheat your grill for indirect heat. In a bowl, massage the kale with the 2 Tbsp OJ and the vinegar; season with salt and pepper. Add the olive oil and orange slices.

5. Cook the pork on an oiled grill over direct heat until grill marks appear on all sides, 8 to 10 minutes. Now move it to indirect heat, shut the lid, and cook, turning occasionally, until the pork hits an internal temp of 145°F, about 10 minutes.
6. Divide the kale salad between 2 plates. Slice the meat and place atop the salad. Serve with sauce. *Makes 2 servings*



PREP SCHOOL

Avoid tasteless, juiceless oranges. When you go grocery shopping, first pick up the fruit. Does it feel heavy? Good. Now rotate the orange in your hand, squeezing firmly. The fruit should be free of soft spots. Finally, give the orange a spot-check for any bruises. (Scars, however, will not have any effect on the flavor of the orange.)

LETTUCE EXPLAIN

SUPPLY CHAINS CAN AFFECT FRESHNESS, SAYS CAROLYN DIMITRI, PH.D., A FOOD STUDIES PROFESSOR AT NYU. THE FEWER STEPS, THE BETTER.

SUPERMARKET LETTUCE



Food Corporations

Large lettuce processors initiate contracts with private farms. These farms may be small-scale operations or larger industrial enterprises.



Farms

Growers follow contract rules specifying when to seed, how much to water, and so on. The farmer, processor, or subcontractor harvests the crop.



Processor

The harvested lettuce is picked up by a processor (also under contract) and brought to a facility where it's washed, trimmed, and packaged.



Trucks/Trains

The processor has the lettuce picked up, after which some form of cool-storage transport delivers the packaged lettuce to the supermarket.



Supermarket

You buy your lettuce from the produce section and bring it home. By then, anywhere from three to seven days have gone by since it was harvested.

FARMERS' MARKET LETTUCE



Small Farm

The farmer grows the lettuce. If the farm is certified organic, the farmer must adhere to standards for soil quality, fertilizer use, and other variables.



Car/Van

The farmer, or someone he or she hires, brings the lettuce to market. Transportation usually happens within a day or two of harvesting the lettuce.



Market

You buy the lettuce from the stall. If you want, you can ask the seller specific questions about how it was grown. (Can't do that at the supermarket.)



Pasta with Roasted Cauliflower and Fresh Parsley

When I have friends to feed, I like to roast cauliflower with olive oil, thyme, and garlic. The vegetable sops up the flavors.

What You'll Need

- 1 HEAD CAULIFLOWER (2 LB), LEAVES REMOVED, CUT INTO FLORETS
- 3 GARLIC CLOVES, PEELED AND CRUSHED
- 3 FRESH THYME SPRIGS
- 3 TBSP PLUS ¼ CUP EXTRA-VIRGIN OLIVE OIL
- 1 LB ORECCHIETTE OR FUSILLI PASTA
- ½ CUP FRESH WHOLE PARSLEY LEAVES
- 1 TBSP FRESHLY SQUEEZED LEMON JUICE
- FRESHLY SHAVED PARMIGIANO-REGGIANO, FOR SERVING

1. Set a rack in the top third of your oven and preheat to 450°F. Bring a large pot of salted water to a boil.
2. In a large bowl, toss together the florets, garlic, thyme, and 3 Tbsp olive oil; season with salt and pepper. Spread the florets on a large rimmed baking sheet. Roast them, stirring once or twice, until browned in spots and tender, about 20 minutes. Strip the thyme leaves from the

stems; add them to the cauliflower and discard the stems.

3. Cook the pasta until al dente. Reserve a cup of the pasta water and drain. In a large bowl, toss together the pasta, ¼ cup oil, cauliflower, parsley, and lemon juice. Add enough of the pasta water to moisten slightly. Serve immediately with the freshly grated cheese and flaky sea salt to taste. *Makes 6 servings*



Organic Advantage

Research shows that nonorganic produce, such as cauliflower, may not stack up to organic produce in antioxidants. A small 2013 study by Italian researchers found that one type of organic cauliflower had more ascorbic acid, polyphenols, and total antioxidant capacity than the nonorganic version of the same cauliflower.



PREP SCHOOL

Stop hacking through the cauliflower head. First, use your hands to remove the leaves, exposing the stem. Then flip the head onto, well, its head, on top of a cutting board. Holding the stem with your non-dominant hand, wield a chef's knife with the other hand. Use the tip of the knife to slice the florets from the head of the cauliflower.



NUTRITION KNOW-IT-ALL

By Mike Roussell

Should I switch to pasta enhanced with protein?

JAKE, TULSA, OK

It's spaghetti, not a steak. These "enhanced" pastas have only about 3 more grams of protein and 2 more grams of fiber per serving than the traditional stuff. Just top fettuccine with chicken.

Prebiotics and probiotics: What's the difference?

JIM, CLEVELAND, OH

Prebiotics are nondigestible fibers that fuel good gut bacteria; probiotics are the good bacteria. So eat prebiotics from grains and beans. Probiotics come from fermented foods, such as yogurt.



Mike Roussell, Ph.D., R.D., is a nutrition consultant based in New York. Follow him on Twitter: @mikeroussell

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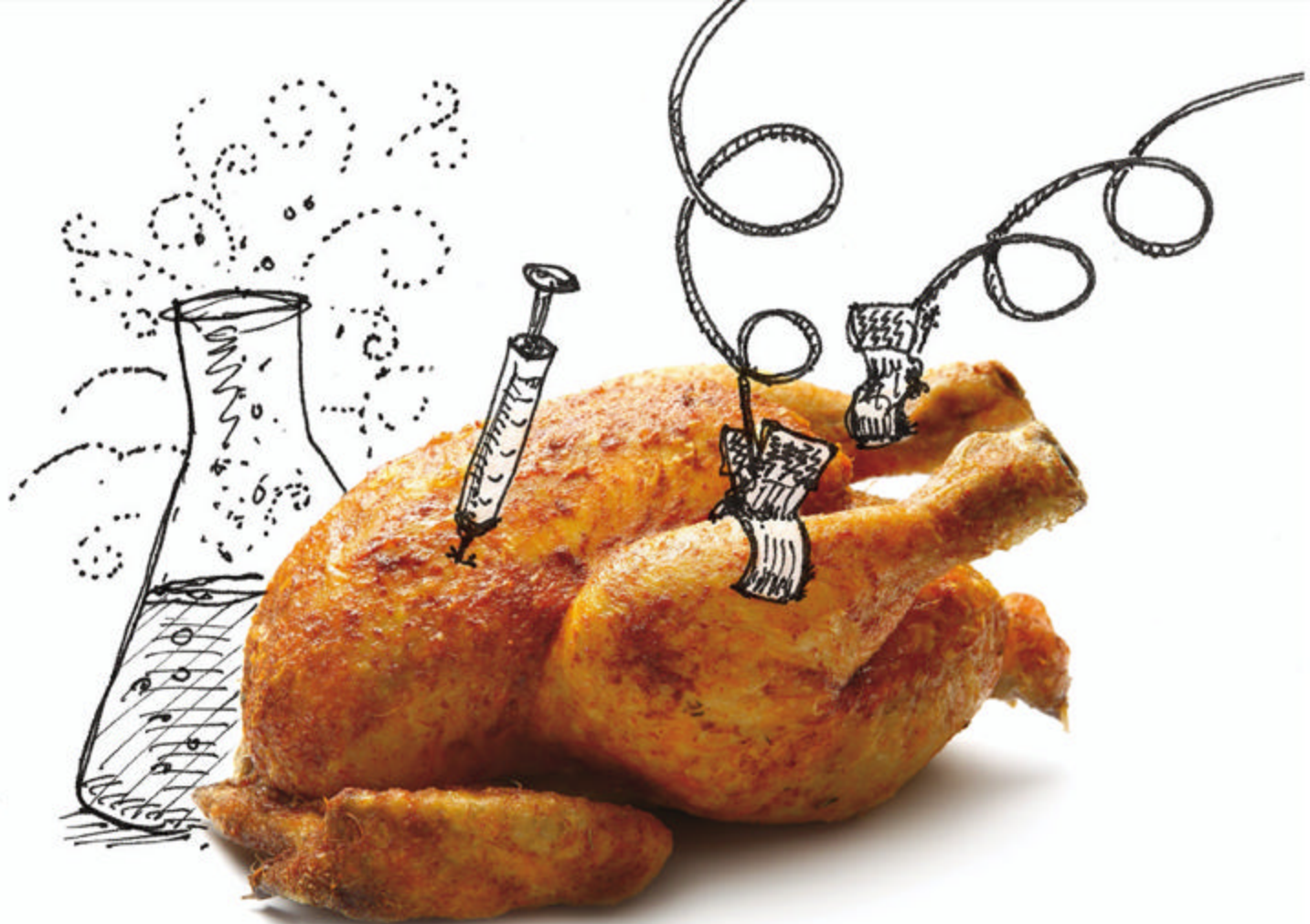


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Your food shouldn't be a freaky science experiment

Do you like your food without chemicals or ingredients so processed they sound like plastic polymers? So does Rodale, which is why we launched EatClean.com, with all the news, views, and recipes on stuff made by Mother Earth, not in a freaky science lab. If you give a damn about your food, this is where the conversation starts.

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What Organic Means

The answer isn't the same across the supermarket. Use this decoder ring to find out what the USDA seal signals. BY KATIE MACDONALD

CROSS-EYED IN THE PRODUCE SECTION? IT'S NOT your fault. USDA standards for organic labeling differ when comparing apples to, er, chicken, which can create consumer confusion, says Peter Laufer, Ph.D., the

author of *Organic: A Journalist's Quest to Discover the Truth Behind Food Labeling*. This chart shows the standards that must be met within an industry to earn the seal. Understand the differences and start seeing clearly.

- 1/ ORGANIC FRUITS, NUTS, GRAINS, AND VEGETABLES
- 2/ ORGANIC MEAT AND POULTRY
- 3/ ORGANIC EGGS
- 4/ ORGANIC MILK
- 5/ SEAFOOD
- 6/ ORGANIC PACKAGED FOOD



How I Ended a Toxic Relationship

He'd led a synthetic existence until the day his body decided to deliver an ultimatum: "Kick the chemicals, or else."

BY ROBERT SANCHEZ

4

YOU COULD SAY THAT I'VE been blessed with good genes. No cancer in my family, no history of diabetes. My body mass index is in the normal range, and I've never struggled with my weight.

So why am I giving my DNA all the credit? Well, you don't know how I used to eat.

If the food's been processed, packaged, dyed, or genetically engineered, it's been in my stomach. My wife would browse broccoli at the grocery store; I was a 7-Eleven man. I bought sugar stuffed in cellophane. I ate premade lunches that featured atomic-orange cheese. I would knock back a Coke Slurpee and be ready for action. I ate like a teenager for two decades because I never had to face the negative impact of my decisions.

That is, until last year. As I inched closer to my 40th birthday, the food I was consuming began to fight back. It started this past spring with my stomach gurgling when I tried to sleep. It moved to the middle-of-the-night heartburn stage a few months later. Most days I felt tired, lethargic, beaten. I'd sit in my office in downtown Denver and look at my preservative-laden lunch, wondering if that was the culprit. "Why do I keep doing this to myself?" I asked the sandwich one time.

By November, after a particularly sleepless week, I'd had enough. I needed to change. That's when I decided to give myself the most radical remake of my adult life. One night after work I devised the plan: I'd live organically for 30 days—no breaks—and then see how I felt afterward. But I'd also take this beyond food. I wanted to make it a *lifestyle*. That meant no artificial junk of any kind. Everything—the beef I'd ingest, the shampoo I'd use on my hair, the underwear that would cover my butt—would be 100 percent organic.

"You're crazy," my wife told me.

My two kids thought I was stupid.

I knew there'd be skeptics. I was one of them.

MY DECISION TO OVERHAUL MY EATING WAS based on a common assumption about organic food: that the stuff is better for you.

As it turns out, the science has been a bit unsettled, at least until recently. But in 2014, the *British Journal of Nutrition* analyzed a whopping 343 studies and concluded that organic food generally had higher concentrations of antioxidants and a far lower incidence of residual pesticides than conventionally grown food. Still, what really sold me was the anecdotal evidence. I have friends and coworkers who've gone organic and espoused the benefits. They told me their meals never tasted better. They have more energy. They're thinking more clearly. It was hard to dismiss their stories—or the sheer number of people making the shift.

In 2012, organic food sales in the United States hit roughly \$28.4 billion. Last year that number was expected to reach \$35 billion. And according

I NOTICED MY KIDS WERE NOW FINISHING THEIR DINNERS. MY DAUGHTER SAID THE FOOD TASTED BETTER, AND SHE WAS RIGHT.

to a recent Morgan Stanley report, the organic and natural food industry will continue to grow an estimated 9 percent a year. Organic products, the USDA notes, are now available in nearly 20,000 natural food stores and roughly three out of four conventional grocery stores. Places like Costco, Target, and Walmart are filling their shelves too, carrying a host of 100 percent organic foods ranging from salsa to whole wheat spaghetti.

Yes, even Walmart. But what did I do? I started with the Nordstrom of organic: Whole Foods.

As I walked the aisles, it was like my high school prom all over again: Me grabbing at stuff I didn't know how to use, just because it was there. I checked out deodorants, shampoos, toilet cleaners. I loaded up on organic chocolate bars, \$15 facial scrubs, grated cheese, arugula. The packages were so enticing, so beautiful. I wanted it all.

After half an hour, I stared into my basket and realized I'd filled it with a bunch of unnecessary stuff. I've never used a facial scrub in my life.

Looking back, I see I made a rookie mistake. When you're stocking your fridge and pantry and bathroom from square one, you need to think about staples and build from there.

"You go for foods like rice, oatmeal, tomatoes, leafy greens, and citrus, all of which are readily available in good quality and can be used as the backbone of your diet," says Charles Benbrook, Ph.D., a research professor at the Center for Sustaining Agriculture & Natural Resources at Washington State University. "By expanding the percentage of calories you're getting from those staples, cooked into various meals, you avoid the cheap, processed alternatives that make up such a big part of the average American diet."

I reset and grabbed some bread, tortillas, milk, cereal—the basics. Then I went home and plotted my next course: a new wardrobe.

ABOUT THAT. CLOTHES WERE THE ONLY AREA where I was forced to compromise on my 100 percent organic goal. I mean, good luck finding shoes with no chemical content. I had to settle for a pair that had rubber soles and a mostly organic toe box. I found T-shirts that were almost entirely organic except for the trim. Socks and underwear were close too, but you need elasticity to keep those bad boys up. I have nothing to back this, but organic cotton certainly *feels* softer than what I'm used to—and my wife complimented me on my butt.

By my second week, I'd bought a pair of \$100 mostly organic corduroys to go with my \$10 dress

socks, \$19 undershirt, and \$14 briefs. (More on the bill for organic in a moment.) While I was getting comfortable in my new threads, I was also feeling more at ease with food shopping. Eventually I was able to tackle my family's regular grocery stores.

I made discoveries in the frozen-food aisle and in the bratwurst section. I found a favorite peanut butter, a go-to cereal. I researched a certified organic farm and bought into a community-supported agriculture project. For a little more than \$60 total, I got six helpings of farm-canned vegetables and 18 fresh eggs, spread over a month. Maybe most exciting, my food had a story.

By week three, I noticed my kids were finishing their dinners—chicken and burgers and chili and vegetables—and asking for seconds. My daughter said the food tasted better, and she was right. (My organic beets marinated in rosemary and garlic really were excellent.) I might have been surprised, but nutritionist and horticulturist Jana Bogs, Ph.D., was not. "With organic methods, the soil generally has a broader spectrum of nutrients, which allows plants to express their full genetic capacity," says Bogs, the author of *Beyond Organic... Growing for Maximum Nutrition*. "This results in the formation of more flavor compounds."

Still, winning my kids over was only a partial victory. I knew I'd pulled off a seismic change in my household when my wife came home from the store one morning with four bags of food, almost all of which was organic. She'd bought tomato soup, sour cream, and pork chops, and exclaimed, "I even got you cookies!"

DON'T THINK THIS WAS ALL NON-GMO CUPCAKES.

There was the price. It's an odd disconnect. I would pick up an organic orange and think, *If pesticides weren't used on this, shouldn't it cost less?* The simple answer is no, but the reasons are complicated. For one thing, crop rotation is needed to keep the soil healthy for organic agriculture. A conventional farmer can ride a profitable crop from year to year, says Benbrook, but an organic farmer might have to switch out to less-profitable crops as part of the rotation.

What's more, "cover crops," such as certain kinds of peas, must be planted to add nitrogen and organic matter to the soil. That takes time and money, while simply spraying the fields with nitrogen might be done in a day. On top of that, fewer chemicals can mean higher labor costs for weeding and land cleanup before planting.

"Organic food might never become as cheap as conventional food," Benbrook says. In a way, the high price reflects the real cost to grow food. And then there's the basic economic side of it: Organic is a hot commodity. Demand exceeds supply.

In my case, the higher price actually produced a positive outcome. My organic soda cost more, so I drank far less of it. I wasn't tempted to gnaw on a big bar of chocolate every day, because I wasn't going to pay for it. My tiny box of cereal cost me \$4—about twice what I'd paid for a generic brand the previous month. Because of the price, I no longer chowed down on a bowl before bed. Instead, I made myself a small, greens-only salad.

CONTINUED ON PAGE 135



THE FAST FOODIE

NEXT DATE NIGHT,
MAKE YOUR HOME
A STEAKHOUSE.

Pour a quarter-sized amount of canola oil into a large pan; crank the heat to high. Season two organic boneless rib-eye steaks (about ¾" thick) with sea salt and black pepper. Add the steaks to the pan and sear about 2 minutes on each side for rare. Transfer the steaks to a plate; cover them with another plate.

Now turn the heat to low and add 1 sliced leek. Sauté till tender, about 3 minutes. Mix in 1 Tbsp Dijon mustard and ¼ cup white wine; stir until a thin sauce forms. In a medium bowl, toss 1 bunch watercress and 1 sliced scallion with 1 Tbsp extra-virgin olive oil and a squeeze of fresh lemon. Divvy the salad between 2 plates. Top each with a steak and mustard-leek sauce. *Makes 2 servings, plus leftovers*

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THE FITNESS SCOOP WITH ANDY SPEER

Last year, **Andy Speer** took home the inaugural Next Top Trainer™ title

As both the owner of SoHo Strength Lab in New York City and the 2014 *Men's Health* Next Top Trainer™ title winner, Speer has worked with clients and trainers of all ability levels.

WHAT IS THE MOST COMMON MISTAKE YOU SEE TRAINERS MAKE?

Training for the trainer, and not the client. What are your client's goals? Your programming and training should reflect that. Continually check with your clients about their goals, assess, reassess and program accordingly.

WHAT IS THE SECOND MOST COMMON MISTAKE?

Another mistake I see trainers make is getting too excited about the "cool new thing." Keeping it fresh is important, but do it without going overboard.

ARE THERE ANY MISCONCEPTIONS ABOUT TRAINERS THAT YOU'D LIKE TO CLEAR UP?

Yes! That we "work out all day!" Trainers often demonstrate exercises for clients, but we don't work out with every one of them. 6 to 8 training sessions a day, with varied training programs for each client, and then your own training on top of that? Don't think so!

Another is that it's all cheerleading. A good trainer puts time into programming, is critical about proper technique and digs into the psychology of each client to learn how to most effectively motivate.

ANY ADVICE FOR THIS YEAR'S NEXT TOP TRAINER™ FINALISTS?

- 1) Stay loose. For every challenge, pretend you are speaking to someone you feel really comfortable talking to.
- 2) Go with what you know. Don't step too far outside your technical comfort zone.
- 3) Bring the ENERGY! This is your shot, so own it and project who you are and what you believe.



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Be the Boss of Business Casual

The average work wardrobe is about as memorable as a PowerPoint slide. Stand out with these smart upgrades. BY SANDRA NYGAARD



A RELAXED DRESS CODE MAY SEEM LIKE A GIFT FROM THE corner office gods. Careful: It could be a test—or even a trap, one that prevents you from joining their ranks. “Business casual allows you to exude your brand, personality, and style, and that’s why it’s so risky,” says Joseph Rosenfeld, a brand consultant based in Silicon Valley. “Men don’t always think about what their clothes communicate.” What says “chill and in charge” to you might come off as “sloppy and slackerish” to your colleagues. Use this simple wardrobe cross-check to make sure your clothes are working for you.

Beware of polka-dot inflation. Larger tie patterns read casual; smaller ones are dressy.

1

Step in the Right Direction

A more casual office may let you remove your wingtips from the rotation, but think twice before replacing them with your Air Jordans. Look for sneakers that combine simple designs and high-end materials, like suede or crocodile-embossed leather, says Rosenfeld. “The right shoe will communicate that you’re an active, friendly, approachable guy.”

2

Learn to Divide and Conquer

Still hanging on to old jackets and suit pants? Break heavy suits into separates for more options, says celebrity stylist Ashley Weston. Pair a suit coat with jeans, or trousers with a sweater. Neutrals like navy and gray are versatile—especially if the material is textured or patterned, says Weston. Avoid anything thin with a silky sheen: “It’ll just look tacky,” she says.

PREVIOUS PAGE, FROM LEFT:

JOSEPH ABBOUD JACKET, \$495, AND SHOES, \$250

LEDBURY SHIRT, \$145

BANANA REPUBLIC PANTS, \$59

GAP SHIRT, \$45

THE TIE BAR TIE, \$25

JEAN SHOP JEANS, \$180

HUSH PUPPIES SHOES, \$130

CITIZEN WATCH, \$400

JACK SPADE SHIRT, \$168

3X1 JEANS, \$285

BOSS SHOES, \$295

CITIZEN WATCH, \$350

THIS PAGE:

BOSS SHIRT, \$175

THE TIE BAR TIE, \$19

VINTAGE TIE BAR


BONOBOS PANTS, \$225

HOOK & ALBERT SOCKS, \$30

AXEL ARIGATO SHOES, \$225

STEVEN ALAN OPTICAL GLASSES, \$195

BAUME & MERCIER WATCH, \$21,000



A cardigan sweater
or a tailored vest
creates a more
polished appearance.



Put Your Neck on the Line

Your Windsor knot skills have atrophied, but you still long for the authority that a necktie conveys. Here's your middle ground: the knit tie. Its narrow shape and subtle texture make it more relaxed than silky woven or printed options. Just one warning: "Pair it with a patterned shirt," Rosenfeld says. "A solid dress shirt will look too dressy."



Make the Little Things Count

Accessories convey that you respect details, says Weston. A tie bar or pocket square instantly elevates any look, but people also tend to notice your wrists and feet. "Men don't have many pieces to show off," Weston says, "so a metal watch with a leather strap, or well-made leather dress shoes, will rise above the fitness trackers and comfort kicks."

If all-leather doesn't
fit your budget, opt
for a canvas bag with
leather details.

BANANA REPUBLIC
CARDIGAN, \$90

VAN HEUSEN SHIRT, \$45

HOOK & ALBERT TIE, \$95

GAP PANTS, \$60

SEBAGO SHOES, \$140

CITIZEN WATCH, \$375

WHITE WING LABEL
BRIEFCASE, \$395





Swap a knit blazer for a classic sport coat. Pro tip: Leave the bottom button undone.

If you're shortening jeans, have the tailor keep the original distressed hem on the bottom of each leg.

S

Know When You Need to Downsize

Laid-back doesn't mean loose, says Rosenfeld. The more slack fabric you can grab, the worse off you are. "When everything is a size too big, you look less fit, nimble, and alert," Rosenfeld says. But when clothing skims your frame, it signals to your colleagues that you're ready for action. "And when you dress strong," he says, "your ideas will only seem stronger."

b

Don't Be Afraid of the Dark

Save the frayed light-wash jeans for the family cookout. Instead, opt for a slim cut in a dark wash with no whiskering or distressing, Rosenfeld says. "Combine a sport coat with a cotton button-up shirt to look more authoritative," he says. Twill trousers—a hybrid between jeans and casual pants—are an easy but not overly formal way to work color into the mix.

BOSS BLAZER, \$415, AND SHOES, \$295

JACK SPADE SHIRT, \$168

RALEIGH DENIM WORKSHOP JEANS, \$285

HOOK & ALBERT SOCKS, \$30




SEIKO WATCH, \$350



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Grow to Great Lengths

Set down those shears and let your mane reign.

BY DAN MICHEL

GROWING OUT YOUR HAIR USED

to mean risking comparisons to '90s-era Van Damme or Seagal. But in this century, you're starting to see some of the biggest stars—DiCaprio, Bloom, Manganiello, Pitt—rocking serious mops that don't look out of place (or date). And it's not just because of their armies of stylists. "With just a bit of maintenance, long hair can convey instant warmth and sexiness," says Vaughn Acord, founder of V76 by Vaughn and a master barber who's done haircuts for Bruce Springsteen and Paul McCartney. "It doesn't have to be messy and unkempt." Embrace these styling principles to start winning the long game.

1/ Avoid a Hair Situation

Before you begin, take stock of your locks. Not everyone can grow out their mane—nor should they. Very coarse hair? Be forewarned: "It'll only get bigger and bushier," says Boswell Scot, owner of Best Barber in New York City. (See: Will Ferrell in *Semi-Pro*.) And if your hair is thinning or receding in front, don't even bother trying. A longer style just draws attention to those fading follicles. So if that's you, opt for a shorter, tighter cut.

2/ Don't Get All Snippy

For many men, the biggest challenge is being patient with their pate. Hair grows about half an inch per month, says Scot. Making the transition from a cropped cut to something she'll want to run her fingers through will take about a year. Yes, there will be hot, humid summer days when you'll be tempted to hack it all off, so keep a bandana handy. "There's no quick, easy way," says Acord, "but the end result makes the wait worthwhile."

3/ Give Yourself a Head Start

Because the hair on top of your head grows slower than the hair on the sides, timing is crucial if you want to avoid bad hair days, says Scot. To maintain a better shape, wait until you have at least 4 inches on top; then start growing out your sides. As your hair becomes longer on top, just style it back: While it's damp, use a nickel-sized amount of a leave-in conditioner such as V76's Well Groomed Ultralight Cream (\$26, v76.com).

4/ See the Maintenance Man

You may have less face time with your barber, but pay the guy a visit every two to three months to keep your neck, hairline, sideburns, and facial hair from overtaking your face, says Acord. Products that have hold, such as texturizing and styling creams, can also keep hair out of the way without clumping. As you approach your desired length, tame longer strands with discreet elastic bands like Blax's snag-free elastics (\$4, amazon.com).

HOW TO ROCK YOUR MOP

THESE LOOKS TAKE SECONDS TO STYLE.



ALL NATURAL

JASON MOMOA

Sometimes doing less to your hair shows it off more, says celebrity men's stylist Vaughn Acord. "Just apply some leave-in conditioner after a shower and run your fingers through it."



THE PERFECT PART

CHRIS HEMSWORTH

"For a more styled look, simply apply a styling cream or conditioning gel to damp hair," says Acord. "Use a comb to create a defined part, and then just tuck the rest behind your ears."



THE LOOSE KNOT

CARY FUKUNAGA

It should look effortless: Grab your hair and twist until it's coiled on the back of your head, above your ears. "Tuck the end behind the bun and secure it all with a band," Acord says.



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20 Secrets to a Happier Life

Singing the blues could be hurting you. Use these methods to smile away sickness—and laugh at the Grim Reaper. BY JULIE STEWART



IMAGINE IF BIG PHARMA WERE ABLE TO PATENT A PILL for happiness. There'd be smiley-faced bottles on drugstore shelves faster than you could say "blockbuster pharmaceutical." It isn't just that Medication H would be the ultimate antidepressant: Studies show that happiness can ward off infection, enhance memory, reduce pain, and prevent heart disease. Side effects? None, other than mild jaw soreness (all the smiling). But if not the pharmacy, where *can* you find more happiness? You are going to manufacture it. Your life is your lab, and what follows are your feel-good ingredients.

1/ Eat More Happy Meals

What's good for your heart may be a salve for your psyche: In a *Nutrition* study, people who ate a Mediterranean-style diet for 10 days reported more contentment than a control group did. Credit the mood-stabilizing magnesium found in nuts, as well as the stress-reducing omega-3s in fatty fish.



2/ Don't See Dollar Signs

There's nothing wrong with chasing raises—unless you're trying to catch contentment. Richard Easterlin, Ph.D., a professor of economics at the University of Southern California, found that as people earn more, they acclimate and are no longer satisfied with things they can afford. Ask for the kind of compensation that delivers on a deeper level: the option to telecommute. Workers who can do this are happier than their cubicle-bound counterparts, reports a Stanford study.

3/ Grab a Bud

Take time to reignite an old romance. In a study in the journal *Emotion*, people who tried a variety of happiness-increasing activities reported that the most important and meaningful method was strengthening their relationships. Reconnecting with a pal may get you out of a funk, says study author

Acacia Parks, Ph.D. To maximize the payoff, make time for face time: Participants spent at least 40 minutes several times a week bonding.

4/ Go Nowhere Fast

You've heard of the runner's high, right? Well, this is the stationary cyclist's buzz. In a study conducted at Stanford University, people who pedaled at 50 rpm for 15 minutes improved their mood by 19 percent. While researchers still haven't pinpointed exactly how exercise lifts spirits so quickly, the effect may be the result of a sweat-fueled boost in mood-enhancing endocannabinoids and neurotrophic factor, a protein that speeds up neural activity and protects the brain.

5/ Clock-Block Yourself

Only the *real* work deadlines are worth stressing over. A 2014 study published in the *Journal of Personality and Social Psychology* found

that workers who always set arbitrary time limits on their tasks ("I can crank this out in under two hours") were less happy than people who didn't ("I'll work on this project until it's great"). Living by the clock can hinder both your creativity and your ability to appreciate the good times, explains study author Anne Laure Sellier, Ph.D.

6/ Give Thanks, Get Happy

It's easier to fix your outlook if you have the right tools. In this case, that means pen and paper. In a study in the journal *Emotion*, people who wrote one thank-you letter a week experienced greater gains in happiness and well-being than those who simply listed their recent activities. The best part: You don't have to actually send the notes to feel the lift. You can thank us later.

7/ Lighten Up, Bub

Miserable in the morning? People often turn grumpy when their sleep cycle is out of whack, says Mariana Figueiro, Ph.D., director of the Lighting Research Center at Rensselaer Polytechnic Institute. The best way to hit reset is with a.m. illumination; it'll suppress the sleep hormone melatonin. Eat breakfast by a window, or if it's still dark, buy bulbs

PHONE A FRIEND
Use your lifeline
for a boost.



I HAVE WHAT?

"BEAT DEAFNESS"

So you think you can't dance? If you often find yourself struggling to keep time with music, you may be suffering from beat deafness, a rare brain disorder that prevents people from synchronizing their body movement with sound. Specifically, your auditory brain stem may be failing to efficiently fire off neurons that tell your feet to move to the beat, says Nina Kraus, Ph.D., principal investigator at the Auditory Neuroscience Laboratory at Northwestern University.

Here's an easy test: Grab some friends and try tapping your feet to the song "Voyager" by Daft Punk. It plays at 120 beats per minute, which is a fairly standard tempo for dance music, says Kraus. If you struggle a great deal to keep up, you may be beat deaf.

But don't be discouraged by your diagnosis. Turn the page to find out how even just listening to some upbeat tunes can give you an extra lift. —AMBER BRENZA



WHAT OUR EXPERIMENT ABOUT OPTIMISM MEANS FOR YOUR FUTURE.



Prudential recently asked people from around the country to share important events that happened to them in the past, along with ones that might happen in the future. We displayed thousands of their answers and discovered an interesting fact: While the past was an even mix of good and bad, our participants believed that the future would be mostly good.

Behavioral scientists call this “optimism bias,” and it’s a major reason why many people fail to plan for risks they’ll likely face in the future. So talk to your financial professional to learn how Prudential can help you protect against whatever tomorrow may bring. Hope for the best. And plan for the rest.

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8/ Mind the Minutiae

Try this experiment: The next time you take a stroll outdoors, note any pleasing sights, sounds, and scents. (Yes, that woman jogging past qualifies as a pleasing sight.) Now savor them. Short-term positive emotions can brighten your outlook and eventually lead to lasting happiness, says Parks.

that simulate daylight, says Figuero. Look on the box for a correlated color temperature (CCT) of 6,500K.

9/ Be a Boogie Man

Busting a move could bust your bad mood, British researchers report. People who danced for five minutes felt 16 percent happier than at the start of the experiment. The combination of movement and music may promote the release of endorphins, explains study author Liat Levita, Ph.D. Can't get down just now? Study participants also felt better after simply listening to an upbeat song.

10/ Snack for Sweet Relief

Fruit can pull you out of the pits. Research from the U.K. found that people who noshed on bananas, apples, or clementines every day for 10 days reported a 32 percent decrease in anxiety compared with those who chomped on chocolate. That may be because these fruits

are rich sources of vitamin C, a nutrient that's been shown to possess mood-lifting properties.

11/ Take a Mental Selfie

Visualize yourself reaching your most important life goals. Do you like how that feels? Write it down. This technique is called the "best possible selves exercise," explains Sonja Lyubomirsky, Ph.D., a professor of psychology at UC Riverside. "It inspires you to work harder at whatever you're doing, which causes you to feel more optimistic."

12/ Go on a Head Trip

When your 9-to-5 feels more like 10 to life, escape from your prison walls. Surrounding yourself with nature is known to be restorative, says Elizabeth Nisbet, Ph.D., an assistant professor of psychology at Trent University in Ontario, but people often underestimate how much of a mood boost taking

a walk outdoors actually offers. If you can't break free, then just bring the outdoors inside: People who have plants in their offices experience more workplace positivity, according to U.K. researchers.

13/ Decongest Your Drive

Some commuting tolls just aren't worth paying. Researchers in Canada report that people who have hour-plus drives to and from their workplaces are less satisfied with their lives than those with shorter treks. The stress of being crunched for time and stuck in traffic can erode happiness, says study author Margo Hilbrecht, Ph.D. Until you change your address or your place of employment, hit "reroute" on your GPS. If you choose a commute option that steers clear of congested roads, your daily drive may feel a little less soul-crushing—even if it means you need to set your alarm a bit earlier, says Hilbrecht.

17/ Compare and Despair

Screw the Joneses and anyone else you're gauging yourself against. "People who are relatively happy tend not to compare themselves to others," says Lyubomirsky. "Every time you find yourself dwelling on how your neighbor's house is better or your colleague makes more money, distract yourself." Watch your favorite TV show to choke off the envy before it makes you mope.

18/ Cross Off Crankiness

Nothing sucks the joy from a day like a 17-line to-do list. So think of it as a *want-to-do* list, says Cassie Mogilner, Ph.D., an assistant professor of marketing at the University of Pennsylvania. Reframing duties as tasks that can benefit you will make you feel happier and more accomplished once you complete them, says Mogilner. So instead of "Finish report," write "Finish report so I can take a day off next week."



14/ Give Away Some Dough

Being generous brings happiness—as long as you feel connected to the charity or person you decide to help, reports a study in the *Journal of Positive Psychology*. Researchers say that knowing where and how a donation is put to use is more satisfying than shelling out money to a random group.

15/ Embrace Cheap Thrills

Adding variety to your schedule prevents something called "hedonic adaptation," which occurs when the initial high of a memorable moment—big or small—wears off, according to a University of Missouri study. Something as simple as a new workout once a week could be enough to keep your life from becoming rote, says Lyubomirsky.

16/ Suck It Up

Don't hold your breath waiting for your mood to improve. Ten minutes of mindful breathing can reduce negative thoughts to a significantly greater degree than simply letting your mind wander freely, a study in the *Journal of Research in Personality* found. To direct your attention away from gloom and doom and focus on the present, close your eyes and take note of how each exhalation and inhalation feels, says study author Laura Kiken, Ph.D.

19/ Grin and Win

It doesn't matter if you have nothing to smile about: Do it anyway. A study conducted at the University of Kansas found that when people smiled through a difficult test, they reported feeling more positive afterward than those who maintained a neutral expression. Note: Grinning for no apparent reason may make you look unbalanced, so employ this strategy with care.

20/ Create Happy Endings

You already know that sex is the original antidepressant. But what's the minimum effective dose? Researchers from the University of Colorado at Boulder concluded that people who reported having sex at least once a week were 44 percent more likely to experience higher levels of happiness than those who hadn't gotten lucky at all over the past year. ("Honey, it's time for my treatment!")



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A Big F*#^ing Problem

A new superbug is targeting sexual adventurers and thwarting our strongest meds. Worried yet? You should be.

BY LAURA BEIL

R

RYAN IS 29 AND SINGLE, AN outdoorsy New Englander who earns a comfortable living as a consultant in the health care industry. A respected professional with multiple degrees, he played

lacrosse in college and still loves the sport. He works out six days a week and, until his health suddenly deteriorated, hadn't taken a sick day in three years. But that run of exceptional health ended one morning in early 2012, when he woke up and noticed a stinging sensation when he peed. A few days later, Ryan was pissing fire.

When yellow pus began seeping from the end of his penis, he realized the problem would not disappear on its own. "I have a very high pain tolerance, and I could keep calm and carry on, but this was definitely," he searches for a word, "...an experience." He finally sought help at a clinic he'd discovered as an undergrad, a place he could enter with a degree of anonymity.

Ryan had a textbook case of gonorrhea. But you should note that the textbook is being rewritten by *Neisseria gonorrhoeae*, a strain of bacteria that causes the second most common of diseases tracked in the United States. The affliction is probably as old as civilization itself, with references dating back to Chinese medical texts from 2600 B.C. In the 1940s, with the introduction of penicillin, gonorrhea became little more than an inconvenience, a problem easily cleared with a single doctor's visit. Penicillin remained a reliable clap killer until 1976, when the mutating microbe finally gained the upper hand over that go-to antibiotic.

Over the following decades, gonorrhea quickly overpowered each new antibiotic that doctors threw at it. In 2007, the afflicted could rely on only one class of drugs, called cephalosporins. By 2012, the year Ryan ended up at the health clinic, the CDC recommended switching from an oral form of cephalosporin to an injectable version that would pump higher concentrations into the patient's bloodstream.

So it was that Ryan received 125 milligrams of the drug ceftriaxone, with a jab in his left butt cheek. The symptoms vanished...but then reappeared with new vigor a couple of months later. Ryan returned to the clinic. "They couldn't believe I had it again," he says. He swore he was not a fan of wanton sex. A

nurse practitioner, who was also an acquaintance, assured her colleagues at the clinic that Ryan was a responsible fellow. He took another shot—a double dose. Again the burning urination and pus-filled discharge subsided.

That is, until the symptoms recurred for a third round. This time, doctors sent a sample of Ryan's bug to be analyzed by a lab in an effort to find something that would exterminate it. His bacteria became a public health marvel in the state of Vermont, a kind of uniqueness that Ryan didn't appreciate. He knew persistent gonorrhea could leave him sterile and "do all sorts of crazy stuff." For instance, it could infect the fluid surrounding his spinal cord and brain.

In the end, Ryan was lucky. His infection finally yielded to a titanic 500-milligram dose of ceftriaxone—four times the amount of his original injection—plus a second antibiotic. It left him dizzy and nauseated, but cured.

WE LIVE IN THE ERA OF SUPER-GONORRHEA.

Drug-resistant gonococci that had been breeding in Asian nations are now spreading to such an extent that the World Health Organization has declared gonorrhea a global concern and warned that without new drugs, infections may one day become untreatable.

"This is clearly a superbug," says Peter Leone, M.D., an infectious disease specialist and professor of medicine at the University of North Carolina. He predicts that gonorrhea will eventually conquer the only remaining drugs it now succumbs to, as it has done with all the drugs thrown at it in the past half century. And it's not just a penis-vagina problem anymore. Now, more cases of gonorrhea are in the throat or rectum, Dr. Leone says. "In those sites, people often don't have symptoms." This new development will allow gonorrhea to move silently from person to person with little to slow it down.

The man who infected Ryan never felt so much as a twinge. The two had met at a sports bar in downtown St. Louis about two weeks before Ryan became ill. Both were traveling on business, the man from California. They struck up a conversation, mostly about their shared passion, lacrosse. While the man had a desk job, Ryan could see the outline of muscle under his dress shirt. "He was a lot like me in that he took care of himself," Ryan says. "One thing led to another." The flirting ended with a night at the



TRAPCLAP

YES, THERE ARE WAYS TO PROTECT YOURSELF FROM GONORRHEA (OTHER THAN AVOIDING SEX, OF COURSE).

It's easy to dodge a superbug: Pass a gonorrhea screening, and have a monogamous relationship with someone who is bug-free. Failing that...

BE SCREENED, SHARE RESULTS

If you're having casual sex with multiple partners, get tested to find out for sure whether you're infected with any sexually transmitted disease. In the case of gonorrhea, men who have sex with men should seek screening every three to six months.

USE A CONDOM (PART 1)

Some common errors: putting the condom on after intercourse has already started; realizing that it's on inside out and flipping it over slightly used; opening the package with something sharp (fellas! no teeth!); and using an oil-based lubricant, such as petroleum jelly.

PASS THE ORAL EXAM

The back of the throat can also harbor gonorrhea—and 90 percent of the time, the infected person has no symptoms. However, you can't get it from normal kissing. Infection requires the tip of your penis to come into direct contact with the bacteria.

USE A CONDOM (PART 2)

Yes, you do need protection—even during oral sex. Think that's no fun? Try gonorrhea.

EDUCATE YOURSELF

For the very latest info about infection rates, preventive strategies, and other tips that can save your sex life, check with the American Sexual Health Association (ashasexualhealth.org) or the CDC (cdc.gov/std). —L.B.



GONORRHEA BEGONE

The infection is becoming untreatable, so do everything you can to avoid it.

guy's hotel. While he did use a condom, Ryan admits that he'd had a few drinks, so protection was subject to operator error.

EACH YEAR, GONORRHEA INFECTS ABOUT 107 million people worldwide. In the United States, that translates to an estimated 820,000 new cases annually. The rate has remained relatively flat for about a decade. What worries public health officials is the upward creep in drug resistance to cephalosporins, and how loss of the final treatment now on the market might redirect transmission. About 0.1 percent of infections tested in 2008 showed some resistance to ceftriaxone. That figure had quadrupled to 0.4 percent by 2011 but dropped back down after doctors started increasing the amount of drug given for treatment. If those numbers sound tiny, realize that an antibiotic is usually dropped due to ineffectiveness when the proportion of resistant infections hits 5 percent.

In December, federal officials reported that for the first time in more than a decade, gonorrhea infection rates in men exceeded those of women. "Men who have sex with men is where we've seen the greatest increase and the highest prevalence of resistance. That trend continues. Now we've seen an increase in heterosexual men too," Dr. Leone says. "This organism will move and has moved into the heterosexual population."

Consider this: Last July, doctors in Sweden writing in the journal *Eurosurveillance* described the challenges they faced trying to eliminate resistant gonorrhea from the throats of four heterosexual men and women. In three of them, 500 milligrams of ceftriaxone (the dose that finally cured Ryan) hadn't so much as budged the infection. Eradication eventually required 1,000 milligrams of the antibiotic.

To combat resistance, U.S. doctors now routinely administer injections of 250 milligrams of ceftriaxone, along with a second antibiotic for seven days as backup. That strategy appears to be working—for the time being. In the past two years, the percentage of gonorrhea cases with resistance to ceftriaxone has dipped.

Still, no one thinks the problem is solved. "We're hitting gonorrhea with a sledgehammer," says Jeffrey Klausner, M.D., a public health infectious disease specialist at UCLA, "but we're running out of sledgehammers."



Stopping the disease will ultimately require new drugs, but there haven't been any for more than a decade. Between 1930 and 1962, about 20 new classes of antimicrobial drugs came on the market. Since then, only two have debuted, the last one appearing in 2003. That's why a potential new antibiotic received an explosion of media attention this past January, even though it had been tested only in mice.

The economics of drug development favor medicines that people take often and for a long time, like treatments for high cholesterol or arthritis. (Recent legislation has tried to encourage antibiotic development by making the finances more attractive.) At the same time, unlike drugs for chronic diseases, antimicrobials carry the unfortunate distinction of losing effectiveness as years go by.

Bacteria develop resistance through exposure to doses of antibiotics that don't wipe out the entire colony. The aftermath leaves behind just the bugs that were able to outmaneuver treatment. Those resistant bacteria can then spread to other people.

Experts also warn that the widespread use of antibiotics in the food industry could foster the development of resistant organisms by exerting a constant, low-level survival pressure on bacteria. It's as if we're putting them in training and helping them build more strength. Since 2012, in order to help preserve the power of cephalosporins, the FDA has banned their use to promote growth of livestock.

GONORRHEA IS JUST ONE CHAPTER IN A LARGER story of global drug resistance. So many infections are now resistant to treatment that in 2014 an official with the World Health Organization warned that "without urgent, coordinated action by many stakeholders, the world is headed for a post-antibiotic era, in which com-

mon infections and minor injuries which have been treatable for decades can once again kill."

Last fall, the White House launched a battle against resistant infections, calling them "a serious threat to public health and the economy." Among the concerns are three resistant organisms the CDC has classified as urgent threats. Two primarily infect people in hospitals. The third, and the only one that largely preys on healthy people, is gonorrhea.

A lot of microbes resist drugs that attack

them, but gonococci are notoriously skilled at it. For instance, a single gonococcal microbe can scavenge genes from its neighbors, splicing the new DNA into its own genome. If another organism, even one of a different species, carries genetic code for a molecule that disables a drug, it can share it with gonococci that were never even exposed to the medicine. (See below.)

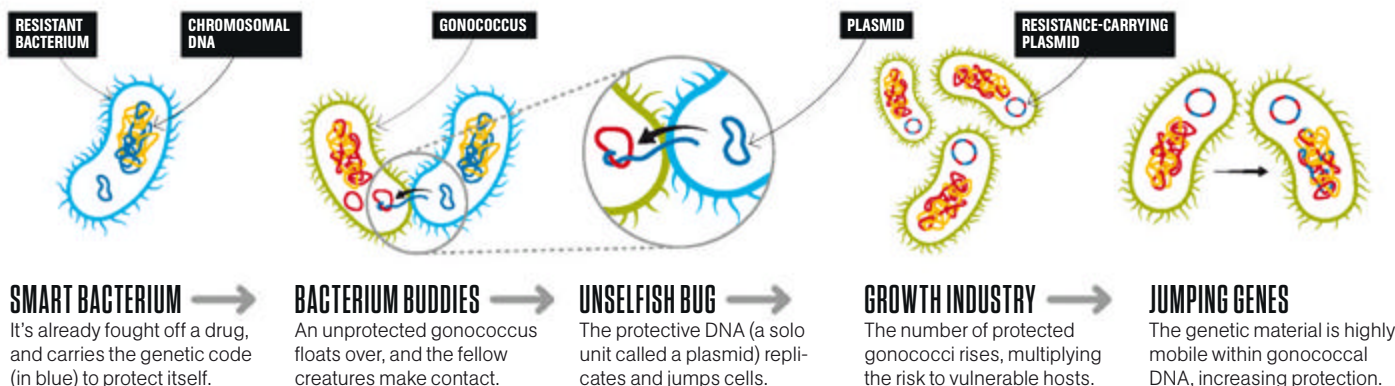
Should gonorrhea pick up the means for cephalosporin resistance from another kind of bacteria, it wouldn't be the first time. In the

A LOW BLOW
Super-gonococci hit where it hurts and laugh at meds marshaled to conquer them.



RESISTANCE IS FERTILE

CLEVER HUMANS MAKE ANTIBIOTICS TO FOIL DISEASE. CLEVER BACTERIA SWAP DNA TO FOIL THE DRUGS.





1980s, gonorrhea became resistant to the antibiotic tetracycline by stealing genes from group B strep, a bacterium that causes a sore throat.

Even worse is the fact that gonococci will huddle among the bacterial masses at the back of the throat, giving the organism an entire lending library of helpful genes to choose from. “It is the ultimate social network,” says Jonathan Zenilman, M.D., chief of infectious diseases at Johns Hopkins Bayview Medical Center in Baltimore. And because 90 percent of people who have gonorrhea in the throat are completely unaware that they are infected, they have no reason to seek treatment. Of the four Swedish patients with highly resistant gonococci, only one had a scratchy throat. The other infections were discovered with routine samples. How do you treat a disease no one feels? How do you stop its spread?

Gonorrhea in the pharynx also claims new victims because of the popularity of oral sex, which more than eighty percent of men in their 20s and 30s say they practice. Hardly anybody uses a condom for that. But receive condomless oral from an infected partner, and bacteria from the throat can easily infect the penis.

The King County, Washington, health department is one of the few agencies that regularly screen for throat infections. Lindley Barbee, M.D., M.P.H., says about 10 percent of asymptomatic men who have sex with other men test positive. They don’t feel a thing; their partners might.

RESISTANT GONORRHEA TENDS TO ARISE IN Asia, which is home to both a thriving sex tourism industry and readily available antibiotics. The initial signs of serious trouble for ceftriaxone appeared in 2007, when Japanese physicians reported the cases of four infected men who’d had sex with prostitutes; each of the men required a then-unheard-of 1,000 milligrams of the drug to be cured. In 2011, doctors described a gonorrhea strain discovered in the throat of a 31-year-old sex worker in Kyoto who had come in for routine screening. Her infection also required 1,000 milligrams.

In the United States, resistant infections tend to make landfall in Hawaii and states along the West Coast—presumably because they’re closest to the hot zones across the Pacific. That’s where public health officials are particularly on the lookout for cephalosporin resistance. Still, only a fraction of cases are cultured. “It is a surveillance system that six months after you’ve already got a crisis tells you you’ve got a crisis,” says William Smith, director of the National Coalition of STD Directors.

The use of bacterial cultures has fallen out of favor as clinics adopt quicker diagnostic tests. Those tests can tell you a person has gonorrhea but provide no information about whether the bug is resistant. As in Ryan’s case, an infection is presumed to be susceptible to standard treatment unless gonorrhea recurs. And even then, it’s often mistaken for a new infection, not a

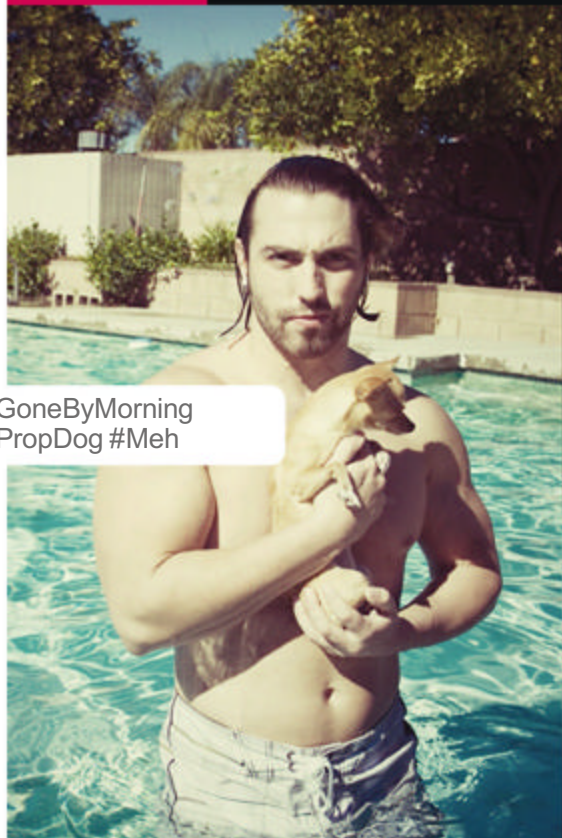
boomerang of the first one. That means resistant strains could be treated with the same ineffective dose again, adding new generations of superbugs to the spawn as a result.

Smith’s organization has appeared on Capitol Hill asking lawmakers for an additional \$53 million in emergency funding to combat the influx; without action, he warns, we may have “another untreatable STD on our hands.” In addition to paying for more surveillance, the money would be used to teach private doctors to make proper diagnoses and increase public awareness. And it would strengthen local health departments, which are straining to meet demand. In 2012, more than half the country’s STD programs lost budget money, and 21 health departments closed their STD clinics altogether. And clinic doors are slamming shut at a time when hyper-resistant gonorrhea has already popped up in Spain, France, and Australia. There’s no reason to think the rest of the world’s problem won’t soon be ours too.

“We are using the last known, proven antibiotic in the pipeline,” Smith says. “We know that it’s going to develop resistance to the current regimen. It’s just the way this bacteria works.”

As for Ryan, he hasn’t had any problems since his infection, but it’s not something he’s chancing again. He’s been warning his friends not to be lulled into complacency just because a partner seems healthy.

“It’s a superbug,” he says. “I was fortunate.” ■



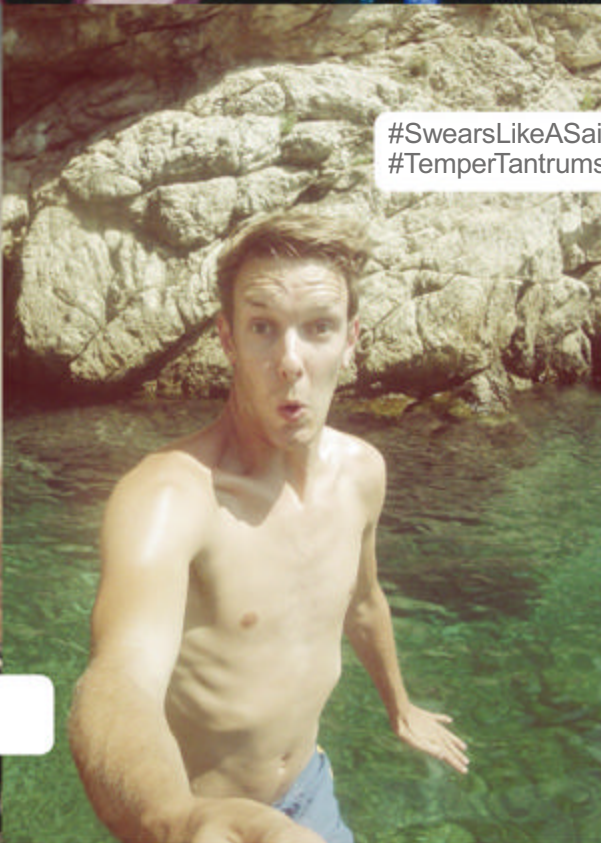
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#HotAndCold
#FriendZone
#NoChemistry

#VideoGamer
#SixPack #HotFriends

Win Her Game of #Tag

Women are rating your abilities in bed—and beyond—with a new app. Raise your score. BY MIKE DARLING



HOW MANY STARS WOULD YOU earn if women could review you like a Chinese restaurant on Yelp? You may soon find out. The Lulu app gives them that very opportunity, using hashtags as shorthand. And your odds of being evaluated are growing fast: Lulu claims that one in four college women are now on board. Thankfully, it's not just a hub for angry exes to diss your moves in the sack. Many men, in fact, have earned praise for doing things right—with hashtags such as #StrongHands and #GrillMaster. With that in mind, we asked Lulu to share the positive hashtags that women most frequently assign to top-rated men. Steal their secrets, and watch your score soar.

#WillActSilly

Life is full of stress. So women look for men who can make them forget about those train delays and deadlines, says Peter McGraw, Ph.D., director of the University of Colorado's Humor Research Lab. Makes sense: A 2011 study in *Personality and Social Psychology Bulletin* found that men were nearly twice as likely as women were to brag about being funny and women were nearly twice as likely as guys to seek out a mate who could crack them up. (Just don't yuk it up when she asks, "Do I look fat in this dress?"")

► **TRY THIS** Know your comedic limitations. She doesn't want the full Fallon, says Kelly Leonard, president of The Second City improv company and a coauthor of *Yes, And*. "Tell her an embarrassing story about yourself," Leonard says. "Everyone loves to laugh at someone else's tale of abject failure, and this strategy has the added benefit of making you seem superconfident—as in, you're willing to tell a story in which you aren't the hero."

#EpicSmile

A great smile conveys that you're accessible and agreeable, says Marianne LaFrance, Ph.D., a professor of psychology at Yale University and the author of *Why Smile?* "Research shows that smiles that are genuine, which is probably what makes them 'epic,' are reliable indicators that you're a trustworthy and giving person," she says. "Seeing one can even lead to a mini emotional high." Studies have also shown that smile quality can predict everything from marital success to earning potential. Ready to practice?

► **TRY THIS** Avoid the frozen grimace: Look down and breathe deeply while counting to three before you smile for the camera, says photographer Clay Hayner. "Your face will relax, and your smile will look more authentic," he says. "Lift your eyebrows to bring out your personality." A pro whitening treatment also helps, says New York City dentist Jennifer Jablow, D.D.S. Keep your gums healthy with a Philips Sonicare toothbrush, she adds. "Bad gums stand out like yellow teeth."



#WearsSocksToBed
#NeverAsksQuestions
#JealousDogFromHell



#WorkEthic

This phrase signals "winner" on several levels: Most likely, you're a responsible guy with a decent income—in other words, just plain reliable. Men who work hard tend to be stable and earn a good living, says Jenn Gunsaulus, Ph.D., a sociologist and intimacy counselor. While the gender pay gap is narrowing, some women still have that old-fashioned preference for men who can support them. They want to feel safe and protected—and job insecurity would be a threat, says relationship therapist Paul Hokemeyer, Ph.D.

► **TRY THIS** Don't gripe too much about your job and how you wish you could quit. Actually, redefine what counts as "work" altogether. See that dirty pan in the sink? Start scrubbing: A 2014 study in the journal *Sex Roles* found that married couples are more satisfied when they agree on how chores should be divided up—and when both partners fulfill their end of the deal. "Forget empty promises," says Hokemeyer. "Women can tell when you're the real deal."

#CleansUpGood

When you pay attention to grooming and have some sense of style, you send the message that you're able to take care of yourself, says Esther Perel, the author of *Mating in Captivity: Unlocking Erotic Intelligence*. "That liberates a woman from mothering," Perel says. "It means you're not a boy; you're a grown man. Plus, because you understand the effort it takes to look good, you're more likely to appreciate the things women do to prepare for a night out." Psst: That means you should compliment her hair, dude.

► **TRY THIS** New pants and shoes. First, buy a good pair of dark jeans, says *MH* fashion and grooming director Sandra Nygaard. They're slimming and stylish, and you can wear them several times a week without people noticing that you're repeating. (Labels to look for: H&M, J Brand, and Uniqlo.) "Women will always notice shoes," adds Nygaard. "You can't go wrong with brown leather wingtips, which are classic and cool." Try Kenneth Cole, Johnston & Murphy, or Cole Haan.

#GrillMaster
#CleanBathroom
#CanBuildFires
#SketchyCallLog

#Boring #NoGoals
#MeanToMyDog

#LovesHisFamily

In real life, women don't consider the commitment-phobic delayed adolescents in Judd Apatow movies all that sexy. When a guy shows how much he loves his family, it tends to mean he wants one someday—maybe even soon, says Paulette Sherman, Psy.D., author of *Dating from the Inside Out*. "Many women want to know that men have the same life vision that they do. And even if marriage or kids are still many years away, you're at least demonstrating that you're affectionate and emotionally available."

► **TRY THIS** Play up your nurturing side, suggests Helen Fisher, Ph.D., author of *Why Him? Why Her?* "There are subtle ways to do it," she says. "Even if it's stopping to pet a friendly dog or babysitting for your sister when she needs a night out." You can also ask questions about her childhood—say, what her family's holiday traditions were like, Fisher says. You'll convey that you value these things without coming off as if you're in a rush to the altar.

#NotADick

Forget what you've heard about women liking jerks. Thinly veiled insults and emotional manipulation will never win a woman's heart. In fact, the opposite is true: They're actually just signals to leave you behind. "Guys who are dicks tend to be narcissistic with antisocial traits," says Hokemeyer. "They're self-absorbed and have no awareness or concern for her feelings and well-being." They also place little emphasis on compassion or sympathy, he says. "They just want to be pleased and adored."

► **TRY THIS** Show more patience—especially in conversation, Fisher says. Most guys could stand to do that. "While men are comfortable interrupting each other, women are not, and such behavior can be perceived as narcissistic and rude." Another way to show respect: Even if she says you can decide the plan for the night, involve her by offering options. "Women want to please," Fisher says. "And if you provide choices she knows you'll approve of, she'll feel better about selecting one."

WAIT, SHE SAID WHAT?

WE ASKED THE READERS OF *WOMEN'S HEALTH* TO SHARE WHAT THEIR REACTIONS WOULD BE TO THESE HYPOTHETICAL ONE-STAR REVIEWS.

"DOESN'T MATTER"



#NOFRIENDS



#ALWAYSWORKING



#SMALLPENIS



#KINDABORING



#TOTALMANCHILD



#ALITTLESKECHY



#LOVESWEED



#HUNGUPONHISEX

"CALL IT OFF!"

THE GIRL NEXT DOOR

Sex, dating, love, and lust. Ali Fedotowsky will now take your questions.



She takes forever to get ready, and we're always late. What's my move?

JOE, SANTA FE, NM

Plan ahead. Tell her the night before (casually) how much you love her black strapless dress and those smokin' hot purple shoes. You'll take the pressure off any last-minute decision making. If she's still tardy, you can always try nudging her with an excuse to leave the house early ("Let's grab a drink beforehand") that you can easily blow off if you're about to miss your reservation.

I'll just say it: I'm on Tinder because I want sex. But should I ever admit that to my dates?

JUSTIN, SPRINGFIELD, MA
Well, not exactly. Just because she happens to be on Tinder doesn't mean she's looking to head straight to your place after happy hour. So don't lead with "Me. Want. Sex." Instead, try something like "I'm just keeping things casual right now." Women know exactly what that means. And as long as you make it clear that your commitment ends when your alarm goes off the next morning, she can decide whether she wants to wake up next to you.

This woman I'd like to date is leaving for a few months in Spain. Should I go for it, or forget it?

ADAM, LOS ANGELES, CA
What, are you afraid she'll touch down in Barcelona and immediately run off with Antonio the matador? (Sorry, I guess that didn't help.) Listen, a long-distance relationship is difficult enough for a serious couple. For two practical strangers dependent on Snapchat, maintaining a meaningful connection will be all but impossible. Until she boards that plane, your smartest move is to play it cool. Hang out with her. Make her laugh. Show her everything she'll have to look forward to when she gets back home (hopefully without Antonio in tow).

My girlfriend wears too much makeup. How do I ask her to ease up?

SEAN, OKLAHOMA CITY, OK
Careful here, Sean: She might love her look. So instead of flat-out asking her to lay off the L'Oréal, wait until she does it herself, like before bed. Now's your moment: Tell her how beautiful she is. Compliment her again some morning just as she's waking up. She might not take you seriously, but she'll make a mental note that you said she looked hot—which means she might be more likely to go for that look, not Lady Gaga's.

My ex's current roommate started hitting on me. Is she fair game?

ANDREW, PITTSBURGH, PA
Define what you mean by "ex." Three months? Three years? If you two had a fling, then you might be safe. Just be aware that the situation is hairy. Anytime you cook dinner or watch a flick at her place, you'll be sharing space with another woman you slept with—and sadly for you, this isn't the plot of a cheap porno. In real life, any lingering tension with your ex could spoil a happy ending with her roommate. So be sure you really like the girl before you take the middle seat on the couch.



Follow Ali on Facebook at [MHGirlNextDoor](#), and on Twitter at [@AliFedotowsky](#).

PASS HER GOOGLE EXAM

THE READERS OF *WOMEN'S HEALTH* CLUE US IN TO SEARCH-RESULT GAFFES.



A BARREN LINKEDIN

Of the women surveyed, 41 percent would scan your profile. Evolution has wired them to seek competent males, says Helen Fisher, Ph.D., so play up your career successes.



FRIDAY NIGHT PICS

Some 62 percent dislike partying photos. Sure, tag pictures with friends, but *brewing* the beer, not doing keg stands, says flirting expert Jeffrey Hall, Ph.D.



LAME ONE-LINERS

Being truly funny can enhance your attractiveness online, the survey revealed. But make sure your jokes don't all start with "I" or criticize other people, Hall says.

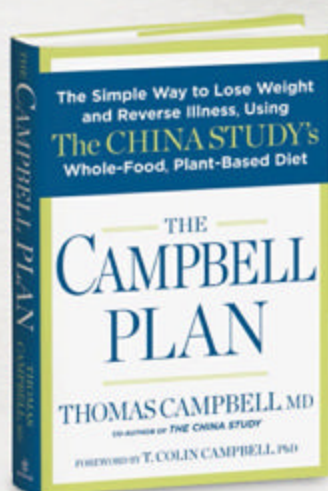


AN OUTDATED BLOG

Delete any potentially embarrassing content, hopefully before she sees it. Then look up "Google removal tool" for details on scrubbing those search results.

Styling: Stephanie Tricola; hair: Eloise Cheung; makeup: William Murphy/Dior Addict/Atelier Management; manicure: Mayumi Abuku/Rona Represents; La Perla bra and thong; American Apparel thigh-highs; Jimmy Choo shoe; Illustrations: from left: JIM WINTERS, ZACH GRAHAM (4)

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The groundbreaking, influential bestseller *The China Study* explained why a plant-based, whole-food diet is linked to lower rates of obesity and chronic disease. Now, *The China Study* co-author Thomas Campbell, MD, shows you how to make the transition—and enjoy the journey—with a 2-week whole-food, plant-based diet plan. Featuring 55 delicious recipes and answers to the most frequently asked nutrition questions, *The Campbell Plan* makes healthy eating easy and sustainable for your entire family.

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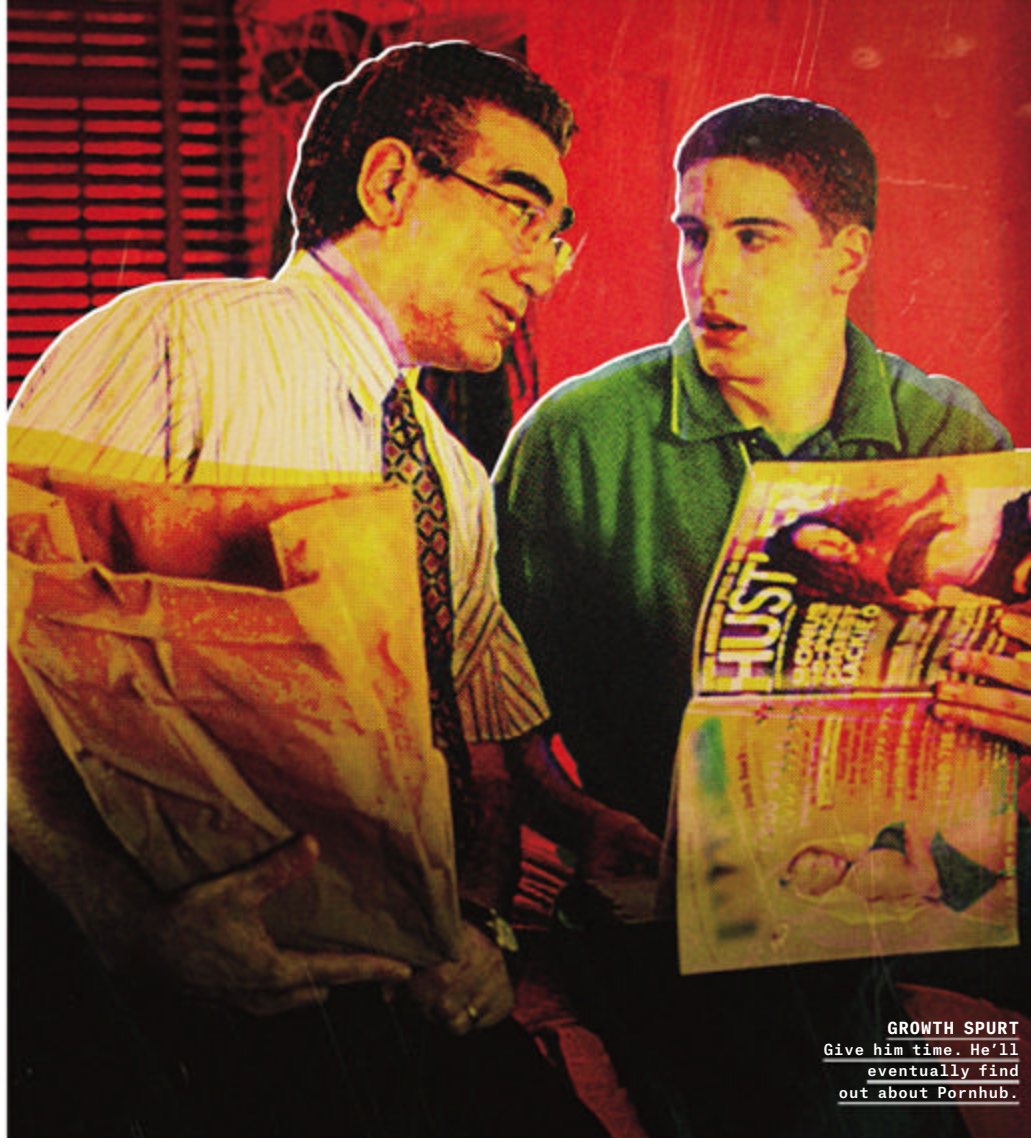
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6 Things to Say During “The Talk”

You really don't know performance anxiety until you have to talk sex with your kid. Here's your script.



GROWTH SPURT
Give him time. He'll eventually find out about Pornhub.



“99.9 percent of the time, sex is not about babies.”

When Dan Savage's son D.J. was 9 years old, he confronted his two dads. “You and Daddy have sex for no reason! Two men can't make a baby!” That's when Savage, the author of several sex advice books and arguably America's most prominent syndicated sex columnist, realized he may have botched the talk. “I left out the most important part: pleasure,” he says. But those communication fumbles are fine, he learned, as long as you correct them.



“Don't rush it—but when it happens, use a condom.”

Young people often think good sex is “just something that breaks out, that impulsiveness is evidence of authentic feeling,” says Savage. They may even feel that actively planning to get into someone's pants is dirty. “We need to flip that,” he says. If your kids do want their first time to “find them,” warn that it could happen when they're drunk or lack protection. Stress the importance of having a condom handy and knowing how to put it on.



“If talking to me is too weird, talk to Aunt Claire.”

Don't be afraid to delegate in a pinch. When Savage and his three siblings were teenagers, their mother appointed aunts to be their confidantes on all matters sexual. Those relatives were told not to report what they heard back to Savage's parents. “They weren't in our lives every day, so we didn't have to see them constantly,” he says. “It wasn't like we had to go to an adult who we would have to look in the eye every morning.”



“Whatever you want to watch is your business.”

Yeah, this part of the discussion may feel especially awkward. But your teen is online, so he's probably seen hours of porn. “Beginner” activities, such as mutual masturbation, aren't typically emphasized in porn; but advanced, intense sex acts are. A lot of porn also has an undercurrent of anger. Tell your kids that porn doesn't represent real-life sex. “Teach them to have a critical eye—to be thoughtful porn consumers,” Savage says.



“Everyone is into different things. I'll leave it at that.”

“People who are kinky need to know that their life isn't over because they're into diapers or whatever,” Savage says. If you're uncomfortable talking about, say, bondage to your 13-year-old, just mention atypical sexual interests when you bring up another must-discuss topic: consent. Savage's script: “The craziest thing two people want to do together—if it's consensual and they take steps to assure their mutual safety—is fine.”



“Whichever way you lean, I'll always love you.”

Teenagers are riddled with insecurities—and sexuality ranks high among them. “Kids have attempted suicide because they assumed their parents would have a problem with their being gay, and the parents actually didn't,” says Savage. “But the parents never said anything about how they would accept them.” So make some acknowledgment of homosexuality to show you're okay with it—and that they should feel the same way. —NICK KEPPLER

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When that check arrives, spend it wisely: on yourself, and a better life. BY MATT McCUE

The MH Life™

ENJOY YOURSELF—IT'S GOOD FOR YOU

BEACHY QUEEN

Cash back from Uncle Sam? Give her a reason to lose her shirt on a refund-fueled romp on Kauai's Kalalau Beach.

RUE DU FAUBOURG SAINT-HONORÉ IS A NARROW, mile-long thoroughfare lined with boutiques like Chanel, Prada, and Cartier. It's the most fashionable street in Paris, the most fashionable place on earth. It's where travel budgets go to die (happily).

On a vacation with my wife last fall, I landed in the street's Hermès flagship store. Ordinarily I'm a frugal guy. My purchases are largely utilitarian. But I'd just capped off a banner year at work, and it felt empowering to waltz into one of Paris's most exclusive boutiques to treat myself to a bonus in the form of a \$200 necktie. I spent half an hour perusing the color-coordinated wall of neckwear, settling on a fiery-red pattern stamped with sky-blue running shoes set into an elegant matte finish. The slim piece of silk was hand-stitched and soft as a feather, and it formed a dimpled knot with little effort. That



tie has become my signature adornment for any significant occasion. I simply feel more successful whenever I wear it.

Now, even if you don't share my affinity for Hermès neckwear, there are surely similar things that you covet. Acquiring those things can make your life just a tiny bit better, especially when you know their value. Example: In a taste-testing study, participants ranked wine they believed to cost \$90 as superior to wine they thought was \$10. The thing was, they were tasting the same wine each time. The high price, it seems, improved their enjoyment.

Of course, you're familiar with the other kind of purchases, the ones you wish you could take back. Maybe it's a \$300 jacket you wore only once, or a \$30,000 boat that sits on a trailer in your backyard. It makes you wonder: Are there rules for planning a smart purchase? Guidelines that guarantee every fiscal sacrifice will elevate your life? Well yes, in fact, there are.

Thanks to the forces of a bizarre national income-tax code, you may find yourself the recipient of a financial windfall this month. So it may be an appropriate time to talk about the ways in which you part with your hard-earned cash. But before you pull out your wallet again, consider what the world's top researchers can tell you about buying a better life.

1/ Invest in Your Future Memories

The most straightforward way to convert dollars to pleasure is to spend them on travel, adventure, or events, says Thomas Gilovich, Ph.D., a professor of psychology at Cornell. "Every financial investment that you make in an experience keeps on paying dividends once that experience is over," he says. You retell the stories to coworkers, reminisce with the people who were with you, and think back on them when you find yourself in a pointless meeting. And unlike most material purchases, experiences are completely unique to you. After all, thousands of people have the same TV or car you have, but nobody has your specific memory of that Airbnb room in Istanbul. "Although material goods physically last longer, the happiness they provide fades," says Gilovich.

Even experiences that haven't happened yet can bring you happiness. In a study from last year, Gilovich asked people to describe the feeling of waiting for an experiential purchase or a material purchase. The result: Anticipating an experience brought significantly more feel-good mojo. So book a cheesemaking class instead of buying a fancy cheese board, or pick up concert tickets instead of new speakers.

2/ Gear Up for a Life of Adventure

So should you stop buying physical things? Live like Pope Francis? Well, that's not going to happen. And anyway, it's not necessary. Despite Gilovich's research, not all stuff is junk. Some of it can make your life better.

Consider a study published last year in the *Journal of Consumer Psychology*: Objects that make future experiences possible, the researchers found, provided a level of delight similar to that of the experiences themselves. As long as you plan on using them, things like musical instruments, hiking boots, or a unicycle (hey, no judgment) can make you happier. This is likely because these items bestow a feeling of competence, and they sometimes help you participate in experiences that will connect you to others, says study author Darwin Guevarra.

For instance, a \$1,500 bike will probably make you happier than a \$1,500 watch will. The watch is a status symbol, while the bike lets you imagine yourself taking long rides over remote country roads with a group of friends. Or maybe you even envision the finish line of your first century ride. Regardless of whether you ever hit that 100-mile target, striving toward it can make your life feel more purposeful.



He's in Banff.
You're not.
What better place
to spend a U.S.
refund than in
glorious Canada?

3/ Anchor Your Best Days

Where does my Hermès tie fall on the happiness spectrum of purchases? Should I have spent that money on a boat ride on the Seine instead of a fancy cravat? I don't think so, because every time I wear that tie, I'm transported back to Paris. I'm strolling that fancy street, acting like I belong, and looking \$200 flashier at dinner with my wife later that night.

"Every time you wear your tie, you can still feel that excitement," says Ryan Howell, Ph.D., a cofounder of the consumer spending site Beyond the Purchase and Guevarra's coauthor on the spending study. And therein lies the second way that material goods can bolster your experience of life: They transport you back to the exceptional moments in which you bought them. They're artifacts of your good life.

In that sense, it's less about the item than it is about the memory it conjures, says Howell. An expensive bottle of whiskey is going to taste a hell of a lot better if you buy it on the Kentucky Bourbon Trail than if you bring it home from the liquor store down the street. And a pricey piece of art will look better on your wall if you buy it during a vacation to New York City instead of on eBay on a lonely Friday night.

4/ Spend Big—but Only When It Counts

The truth is, I'd go broke if I dropped \$200 every time I wanted a souvenir to remember something by. And according to Howell, I shouldn't waste my money on every small upgrade I can afford. "Middle-grade acquisitions" do little to budge the happiness needle, he says. "Upgrading from a \$5 bottle of wine to a \$15 bottle won't bring much extra pleasure. You have to go big." Before you do that, ask yourself two questions:

1. How memorable does this moment really need to be? The more likely you are to want to retell the story a decade from now, the better off you are dropping some coin.
2. Is the difference between affordable and expensive significant? "Moving 10 rows from the nosebleed seats is not likely to change how memorable the game is," says Howell. "But moving to the first row—now that will stay with you."

Granted, most of us will have to do plenty of time in the cheap seats before we can afford the front row. And that's okay. "You should stay thrifty until you decide to do something memorable," says Howell. In other words, try to keep most of your expenses low so that when you occasionally choose to drop \$200 on a necktie in Paris, you'll still feel good about it.

LIVE LONGER—AND LOOK BETTER DOING IT

3 THINGS YOU SHOULD NEVER SKIMP ON.



SHOES THAT SHINE

People can make fairly accurate assumptions about you by checking out your shoes, University of Kansas research reveals. So send the right signal: Opt for real leather and stitched soles. "Once they start to separate, glued soles are done," says Justin Fitzpatrick, a London shoe designer. "Stitched soles can be replaced."



SKINSPIRATION

Pricier grooming products generally contain higher concentrations of active ingredients, says stylist Diana Schmidtke, whose clients include Clooney and Damon. "So you'll end up using less per application." The bargain brand, on the other hand, is more likely to deliver scents and fillers that do little to truly help your skin.



YOUR NEXT BIG TRIP

We've known for years that frequent vacations can reduce your risk of heart attack by about 30 percent, and in a 2013 study, Swedish researchers found that antidepressant use declined as workers spent more time away from work. So yes, your week in Malibu is a necessary investment. It's an investment in your health.

Let the Fun Unfold

Finally there's a kayak that goes where you want it to.

THIS 12-FOOT-LONG BOAT WILL FIT under your bed. You can carry it in the back of a Prius, check it onto a flight, and—with an optional backpack—hike it to a campsite. The secret is in the origami design. With a polypropylene skin held together by an ingenious network of ratchet straps and stainless-steel buckles, the craft folds down to the size of a large suitcase when it's not in use. A typical plastic kayak can weigh 50 pounds or more, but the Bay+ is a mere 28. It's also sturdy enough to bounce off rocks, and way more fun than your gym. —CLINT CARTER

ORU KAYAK BAY+ \$1,495, DRUKAYAK.COM



Folded, the kayak is only 32 inches wide.

This craft can carry up to 300 pounds—more than 10 times its weight.

MASTER THE STROKE

To power up your paddling, heed the advice of Kim Russell, a first-place finisher in the 2013 Western Whitewater Championship Series.

DO A HEAD CHECK

With the paddle on your head, grip it so your elbows are directly below your hands. That's your ideal hand spacing.

DRIVE STRAIGHT DOWN

"Generally, the more vertical your paddle is when it enters the water, the more efficient your stroke will be," says Russell.

ENGAGE YOUR CORE

Sit tall, top hand level with your forehead, and rotate your torso to drive the paddle back. —NICK MEDLINE

INSIDEOUTEVENTS & PROMOTIONS

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Give Tequila Another Shot

5 new ways to appreciate the spirit of Cinco de Mayo.

BY JOHN MCCARTHY

1/ Blend It with Grapefruit

Margaritas are fantastic, but in Mexico the paloma reigns supreme. Go with a tequila labeled “100% agave,” and then follow the recipe on this page (below right), courtesy of Jay Silverman, bar manager at Agave in New York City.

2/ Drink It with Sushi

Instead of sake, opt for blanco (white, unaged) tequila, served neat. “It pairs beautifully with fatty fish like tuna and salmon,” says Ken Arnone, a certified master chef and the owner of KA-CMC, a culinary consulting company.

3/ Make a Boozy Syrup

Mix 1 cup sugar, ¼ cup triple sec, and ½ cup each of water and tequila. Bring to a boil, stir for a minute, and let cool. Drizzle it over berries for an awesome dessert, says Aarón Sánchez, co-owner of Johnny Sánchez in New Orleans.

4/ Swap It In for Whiskey

The barrel flavors in añejo—tequila aged for one to three years—make it “wonderful neat or with ice,” says Mike Morales, CEO of Tequila Aficionado Media. Better yet, use it to replace rye or bourbon in your next Manhattan or old-fashioned.

5/ Brew a Fiery Infusion

Combine a fifth of blanco with the pith and seeds of three or four medium jalapeños; wait 10 to 20 minutes. Taste for heat, strain the liquor back into the bottle, and use it to spice cocktails, says Philip Ward of Mayahuel in Manhattan.



For a killer rim, mix 1 tablespoon each of sugar, lime zest, and ground cayenne with 2 tablespoons of salt.

Ginger Paloma

2 OZ	BLANCO TEQUILA
1 OZ	APEROL
2 OZ	GRAPEFRUIT JUICE
1 TBSP	AGAVE NECTAR
1 TBSP	LIME JUICE
2 OZ	GINGER BEER

► Combine everything except the ginger beer in an ice-filled shaker and stir. Strain into a Collins glass and top with the ginger beer. Add a pinch of salt and a slice of grapefruit. The salt rim (see above) is optional.



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► BY LOU SCHULER AND
MICHAEL EASTER

► PHOTOGRAPHS BY
NATHANIEL WELCH

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BEST BIG-BOX GYM



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For the second year in a row, Equinox impresses (and crushes its competitors) with a combination of cutting-edge facilities, comprehensive fitness options, and a commitment to staying on top of the latest tech and trends. Case in point: In 2014, it became the first fitness chain to partner with Apple, using the tech giant's HealthKit to power its own fully loaded smartphone app. With the ability to pull information from wearable devices and other smartphone apps, the Equinox app can help members do everything from track their workouts to reserve a spot in their favorite class. equinox.com

HOTTEST FEMALE IN FITNESS



RITA BENAVIDEZ

She can deadlift 300 pounds, squat 255, clean and jerk 205, and fire off 30 pullups in a row. What did *you* do in the gym today? This 5'5", 130-pound CrossFit athlete and trainer is strong enough to put most guys to shame—and hot enough for them not to care. Indeed, Benavidez's Instagram page provides plenty of inspiration for you to hit the gym and work up a sweat (or just skip right to the cold shower). Follow her: [@wittlespoon](https://www.instagram.com/wittlespoon).



BEST CARDIO MACHINE

PELOTON BIKE

If you like the burn of a spin workout but feel awkward in a class full of women, this bike (left) is for you. A 21½-inch screen streams live classes with expert instructors, including pro cyclists, to your home. Can't fit a live class into your schedule? Choose one from a prerecorded library or head "outdoors" on a virtual ride. \$1,995, pelotoncycle.com



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Expert training and nutrition advice delivered in 140 characters or less.

@BodyForWife

Journalist James Fell hunts big game in the fitness world, with targets ranging from the Biggest Loser to militant paleo dieters. Fell's goal: to expose the b.s. that's holding you back.

@joedowdellnyc

Trainer, gym owner, and Manhattan restaurateur Joe Dowdell, C.S.C.S., dispenses training tips and nutrition advice that can put anyone on the fast track to a leaner, stronger body.

@whsource

You know a Twitter feed is worth following if researchers use it to stay current. Stephan Guyenet, Ph.D., tweets links to health, nutrition, and weight-loss studies before anyone else.

MUST-HAVE GYM GEAR

SWEAT IN STYLE

The best products for performing at your peak—and getting noticed.

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Garmin fēnix 3 Multisport Training GPS Watch

With separate settings for cycling, running, swimming, hiking, skiing, and indoor workouts, this sleek, GPS-enabled watch is ideal for anyone training toward a sport-specific goal. \$500, garmin.com

2

PrAna Crux Crew Shirt

Unlike workout shirts that use silver threads to kill odors, the Crux uses naturally bacteria-resistant hemp fibers. The result: antimicrobial power that lasts beyond a couple of washes. \$59, prana.com

3

Lululemon Pace Breaker Shorts

Never again suffer in sweaty underwear at work because you forgot to pack a pair for your workout. Built-in briefs keep everything contained without restricting movement. \$64, lululemon.com

4

SiGGnificant 1.0 L Water Bottle

Crafted from a single piece of aluminum and topped with a leak-proof lid, this nearly indestructible bottle can withstand your most punishing workouts without spilling a drop. \$25, mysigg.com

BEST WORKOUT SCENE



AMERICAN SNIPER

Unlike the film's baby, this part was for real: Bradley Cooper deadlifts 425 pounds from blocks using a hex bar. That's 74 pounds more than an intermediate lifter should be able to do. Cooper says he packed on 40 pounds of muscle for the role. We believe him.



THE EXPLOSION OF WEARABLES

From gauging muscle activity to analyzing running form, fitness trackers are becoming smarter—and moving beyond the wrist.

1

Spree SmartCap

In addition to heart rate, it monitors body temperature, making it one of the most accurate calories-burned calculators available. \$199, spreewearables.com

2

Jabra Sport Pulse Wireless Earbuds

Tap the left bud to hear heart rate, exercise time, and distance, or to control music and take calls on your smartphone. \$200, jabra.com

3

Athos Shirt

Eighteen biosensors monitor muscle effort, heart rate, and breathing patterns to help you fine-tune your form and exertion level. \$298, liveathos.com

4

Push Band

Push is the only tracker that logs lifting power and velocity. The result: You'll never again wonder if you're lifting too much (or too little). \$189, trainwithpush.com

5

Sensoria Smart Socks

Sensors check your cadence and foot landings, helping you run faster and better. \$199, sensoriafitness.com



SMARTEST FITNESS WATCH



APPLE WATCH SPORT

Monitor your heart rate, track calories, make calls, access email, check weather—this watch does it all. The sport version has a lighter aluminum case and a more durable Ion-X glass display. *Starting at \$349, apple.com*

BEST WEIGHT-LOSS TREND

BETTING ON YOURSELF

The surging popularity of sites like dietbet.com, which lets you wager on hitting your fitness goals, proves that money motivates. Rather not bet with strangers? Order *Men's Health Workout War* to do your own thing. \$27, MensHealthWorkoutWar.com/mh

30 Minutes of Hell

Tear here
and get ripped!



DESIGNED BY
Jason Hartman, C.S.C.S.,
former strength and
conditioning coordina-
tor for the U.S. Olympic
Committee

BEST FOR
Revvig metabolism,
incinerating fat, boost-
ing cardiovascular
stamina, and packing
on lean muscle all over

EQUIPMENT
Pullup bar, kettlebell
CALORIES BURNED
562*

TIME 28 to 32 minutes

*As measured by a fit 6'2", 165 lb man
using a Polar M400 heart rate monitor

DIRECTIONS

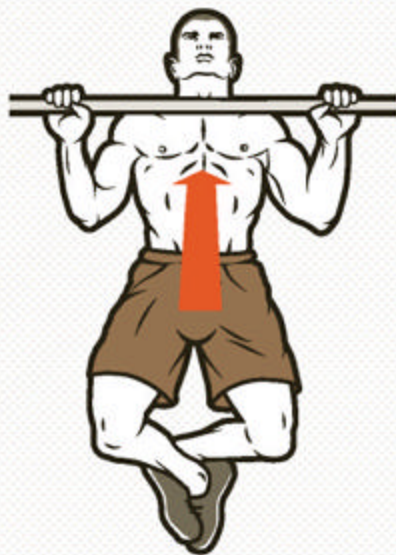
Do 10 reps of each exercise in Circuit A back-to-back. Repeat, this time doing 9 reps per exercise, then again doing 8 reps. Now do 1 round of Circuit B (60 seconds per move). Do 3 more rounds of Circuit A in countdown fashion, with 7, then 6, then 5 reps per move, followed by another round of Circuit B. Complete 4 more rounds of Circuit A, counting down to 1 rep per move in the final round. End with 1 round of Circuit B. Rest only as needed.

A

CIRCUIT

1/ Pullup

Hang at arm's length from a pullup bar (a position known as a dead hang) using an overhand grip that's slightly beyond shoulder width. Pull your chest to the bar, squeezing your shoulder blades together. Pause, and then slowly lower your body back to a dead hang. If you can't perform 10 pullups in a row, do inverted rows instead.



BEST
NEW
WORKOUT
May
2015

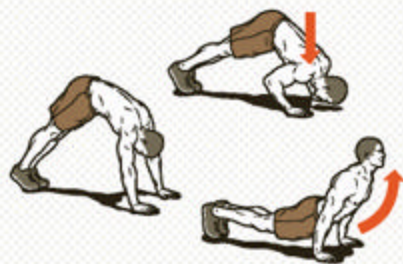
2/ Split Squat Jump

Step forward with your right foot and lower your body into a lunge position. Jump up explosively, switching leg positions in midair. Land with your left leg forward. Alternate legs with each jump.



3/ Dive Bomb Pushup

Assume a pushup position, lifting your hips to form an inverted V. Lower yourself until your nose nearly touches the floor. Pull your body forward, straightening your arms. Return to the inverted V and repeat.

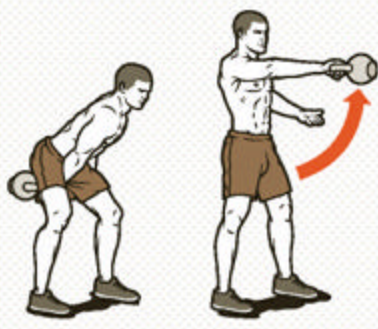


1/ Kettlebell Single-Arm Snatch

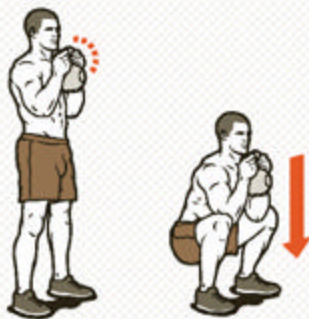
Spread your feet slightly beyond shoulder width and use one hand to grab the handle of a kettlebell resting on the floor. In a single move, try to throw the weight at the ceiling (without letting go). Keep the kettlebell close to your body, allowing your forearm to rotate up and back as you bring yourself under the weight. Lower it to the floor and repeat. Switch hands after 30 seconds.

**2/ Kettlebell Single-Arm Swing**

Spread your feet slightly beyond shoulder width and use one hand to grab the handle of a kettlebell on the floor in front of you. Push your hips back as you swing the weight between your legs and up to chest level. Continue swinging. Switch hands after 30 seconds.

**3/ Kettlebell Goblet Squat**

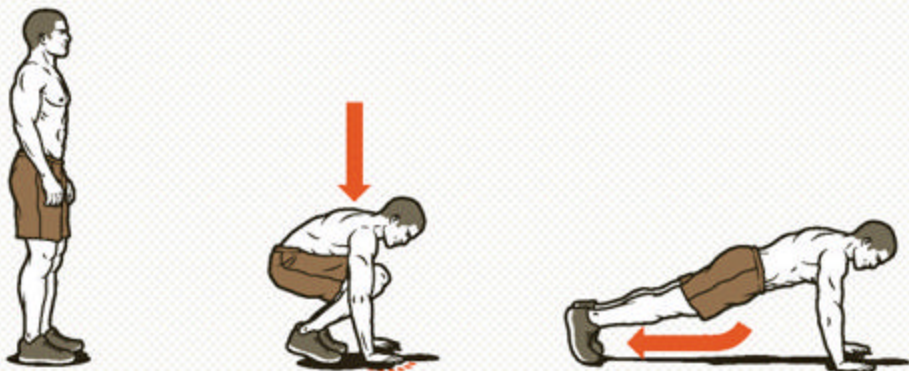
Hold a kettlebell by the sides of its handle in front of your chest. Brace your abs and lower your body as far as you can by pushing your hips back. (Your elbows should brush the insides of your knees.) Pause, stand up, and repeat.

**4/ Kettlebell Deadlift**

Spread your feet slightly beyond shoulder width, push your hips back, and use both hands to grab the handle of a kettlebell resting on the floor. Stand up, thrusting your hips forward. Pause, lower the weight back to the floor, and repeat.

**5/ Burpee**

Stand with your feet shoulder-width apart. Push your hips back, bend your knees, and squat down, placing your hands on the floor. Quickly kick your legs back into a pushup position. Reverse the move to return to the starting position. Want to increase the challenge? Add a pushup to each rep.



**CRUSH EVERY
WORKOUT**
PRIME YOUR
MUSCLES
FOR ACTION.

**DRINK SOME JOE**

"Caffeine excites your nervous system and extends your time to exhaustion," Hartman says. "Drink coffee 30 minutes preworkout."

**WARM UP**

Do jumping jacks and high-knees until you start to sweat. "Your cardio system is now ready for the demands of training," says Hartman.

**PUMP YOUR JAMS**

Listening to uptempo tunes for even 90 seconds before exercising may help improve your performance, say U.K. researchers.



BEST PERFORMANCE FOOTWEAR

GROUND CONTROL

Squeeze more from every rep (and step) with these training shoes.

1

Best Running Shoe for Runners: Reebok ZPump Fusion

When Reebok first introduced its pump technology in 1989, it was gimmicky. Now it's a game changer. Pressing a bulb inflates the upper to create a fully customized, locked-in fit that makes other shoes feel like clodhoppers. \$110, finishline.com

2

Best Running Shoe for Lifters: Brooks Ravenna 6

Due to their mass, weightlifters need running shoes with more joint-protecting stability and impact-absorbing cushioning. The Ravenna 6 delivers both with an adaptive sole that adjusts to your weight and a roll bar to curb pronation. \$110, brooksrunning.com

3

Best Strength-Training Shoe: Nike MetCon 1

Designed to help you conquer both circuits and heavy lifts, this shoe is light, comfortable, and tough. Minimal heel-to-toe drop enhances stability, and a rubberized midsole boosts traction for rope climbs. (Are you listening, CrossFitters?) \$120, nike.com

PHOTOGRAPH BY CLAIRE BENOIST

BEST TRANSFORMATION



CHRIS PRATT

Pratt dropped 60 pounds to play Star-Lord in *Guardians of the Galaxy*, transforming himself from the lovable lump in *Parks and Recreation* to a certified action hero. Up next: lead roles in *Jurassic World* and (so the rumor goes) the fifth *Indiana Jones* film.

STRENGTH TREND OF 2015

BODY-WEIGHT TRAINING

When the American College of Sports Medicine asked 3,400 health and fitness pros to pick this year's top trends, body-weight training came out on top. Why? Because the ability to work out anywhere can be more valuable than a gym membership. Check out the moves on the next page to expand your repertoire.



BEST FITNESS PODCASTS

TUNE IN, MUSCLE UP

These three audio programs can help make you stronger, fitter, and leaner.

The FitCast

Who says exercise can't be entertaining? Host Kevin Larrabee, C.S.C.S., interviews the leading minds in fitness, with digressions into beer and video games. thefitcast.com

Barbell Shrugged

Although it sticks close to its CrossFit roots, this weekly podcast offers valuable advice for anyone trying to build muscle and become more athletic. daily.barbellshrugged.com

Evil Sugar Radio

Covering everything from supplement scandals to New Year goal setting, this weekly health and nutrition show helps listeners live lean and strong. evilsugarradio.com



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PLAY LIKE A
Champion

ALL GAIN NO PAIN

CAN-DO-COMFORT SO YOU CAN RUN MORE, CLIMB MORE, DO MORE.

-  VAPOR FAST DRYING TECHNOLOGY
- CHAFE RESISTANT
- ULTRA LIGHT

#REALCHAMPIONS
CHAMPIONUSA.COM/ALLGAINNOPAIN



MOST POPULAR WORKOUT

INSANITY

People are crazy for Shaun T's high-intensity DVD training programs. According to Google's annual Year in Search report, *Insanity* was its most searched workout in 2014. Runner-up: *T25*, also from Shaun T. To order his latest DVD, *Insanity Max30*, go to MensHealth.com/max30.



CARDIO TREND OF 2015



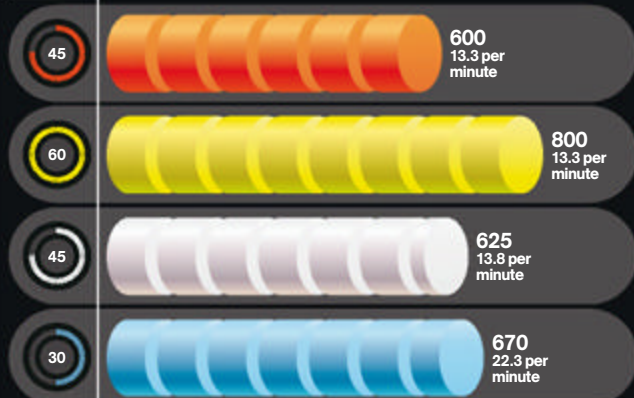
SINGLE-MODE SWEATSHOPS

Curated playlists. Expert instructors. No iron. The rise of spin gyms like SoulCycle and Flywheel has inspired a new generation of cardio studios focused on single machines: Rower (RowZone), treadmill (Mile High Run Club), and VersaClimber (Rise Nation).

Sweat It Out Which cardio studio offers the best burn? Here are the results you can expect from classes at four of the country's hottest brands.*

Calories burned during workout

Length of class (min)



● = SoulCycle ● = Mile High Run Club ● = RowZone ● = Rise Nation

*Estimates are for a fit 6'2", 185 lb man; postexercise burn (24 hrs) is estimated at 12% of calories burned during exercise.

BEST BODY-WEIGHT MOVES

NO GYM REQUIRED

Build muscle anywhere with these zero-equipment exercises.



Core Clapper

Lie on your back, raising your heels and shoulders off the floor. Bring your right knee toward your chest and clap under your thigh. Repeat with your left leg. Keep alternating for 45 seconds.



Crab Touch to Pushup Touch

From a crab-walk position, touch each foot with your opposite hand. Flip over. Do a pushup. Cross each leg beneath you and touch each foot with your opposite hand. That's 1 rep. Do 10.



Super Skater Jumps

Stand on your right foot and bound left, landing on your left foot. Jump, raising your right knee. Land, bound right, and jump up, raising your left knee. Keep bounding for 45 seconds.



AMERICA'S #1 SELLING WEIGHT LOSS SUPPLEMENT BRAND**



lose weight your way

be **thinner**
in 30 days
starter
plan

HYDROXYCUT.COM



Dan lost
54 lbs.
in 18 weeks

"Hydroxycut® gave me that extra push to get the results I wanted."

Dan used the key ingredients in *Pro Clinical Hydroxycut®* with diet and exercise and was remunerated. People in 12- and 8-week studies using key ingredients and a calorie-reduced diet lost 20.94 lbs. and 16.50 lbs.

mix & match your way



hardcore formula
Hydroxycut Hardcore® contains a different key weight loss ingredient (green coffee).

Key ingredients: lady's mantle, wild olive extract, komijn extract, and wild mint extract. **Based on AC Nielsen FDMx unit sales for *Hydroxycut®* caplets. Read the entire label before use. © 2015



Walgreens CVS/pharmacy



HYDROXYCUT.COM





CRUSH IT!

RORY McILROY
KNEW HE HAD
WORLD-CLASS
TALENT, SO HE
DILIGENTLY
BUILT A BODY
TO MATCH IT.
DO YOU MAKE
THE MOST OF
YOUR INNATE
STRENGTHS?



1998
Performs trick shots on television at age 9; wins the Under-10 World Championship.

April 2011
At 21, blows 4-stroke lead on the last day of the Masters, including a triple bogey on No. 10.



June 2011
Shortly after Masters disaster, runs away with the U.S. Open for first major title.

I'M ON THE TEE OF THE 17TH HOLE AT ST. ANDREWS WITH THE BEST GOLFER IN THE WORLD. RORY MCILROY IS ONLY HALF LISTENING AS

I prattle on about the time I parred this hole. The famously polite Northern Irishman murmurs acknowledgment.

Standing beside him, I'm reminded that McIlroy is not tall. He is not intimidating. At a glance he could be a college kid who works in the pro shop, and he's nearly as deferential.

But then he pulls off his hoodie and tosses it aside. The T-shirt underneath can't begin to hide the physique he's tirelessly built over the past four years, the one that Nike pays millions to wrap in custom-fitted clothing and shoes. When he steps up to the ball and swings, the beautifully violent *whoosh-whack!* snaps the truth into focus: This is one of the great athletes of our time, and he's about to kick my ass. And I'll enjoy it.

The ball slams against the simulator's screen and rolls into a corner as if to hide from further punishment. The readout flashes: 294 yards. Not bad for no warmup, no glove, in sneakers on a chilly morning in midtown Manhattan.

"You're up," he says.

WE ALL LIKE TO THINK THAT IF WE BECAME RICH AND FAMOUS, we wouldn't change. We'd stay grounded, balanced, loyal, and likable. More Tom Hanks than Tom Cruise. So far, McIlroy appears to be one of us, a regular guy who loves his parents and still hangs with his childhood pals. Heck, with a little work—okay, a lot—maybe we could keep up with him for a hole or two.

Maybe. Probably not. Last year, McIlroy became the third player in modern history to win four major titles by age 25. (The other two are Jack Nicklaus and Tiger Woods.) There he was, launching epic drives and smart-bombing long irons at the stick to win the Open Championship in Liverpool, then hugging his mum and drinking from the Claret Jug with his mates. Three weeks later, he dueled with Phil Mickelson and Rickie Fowler in the gloaming—hell, it was dark—and won the PGA Championship. Then he helped Europe defeat USA for the Ryder Cup. For the second time in three years, McIlroy was named PGA Player of the Year and awarded the Vardon Trophy for best scoring average.

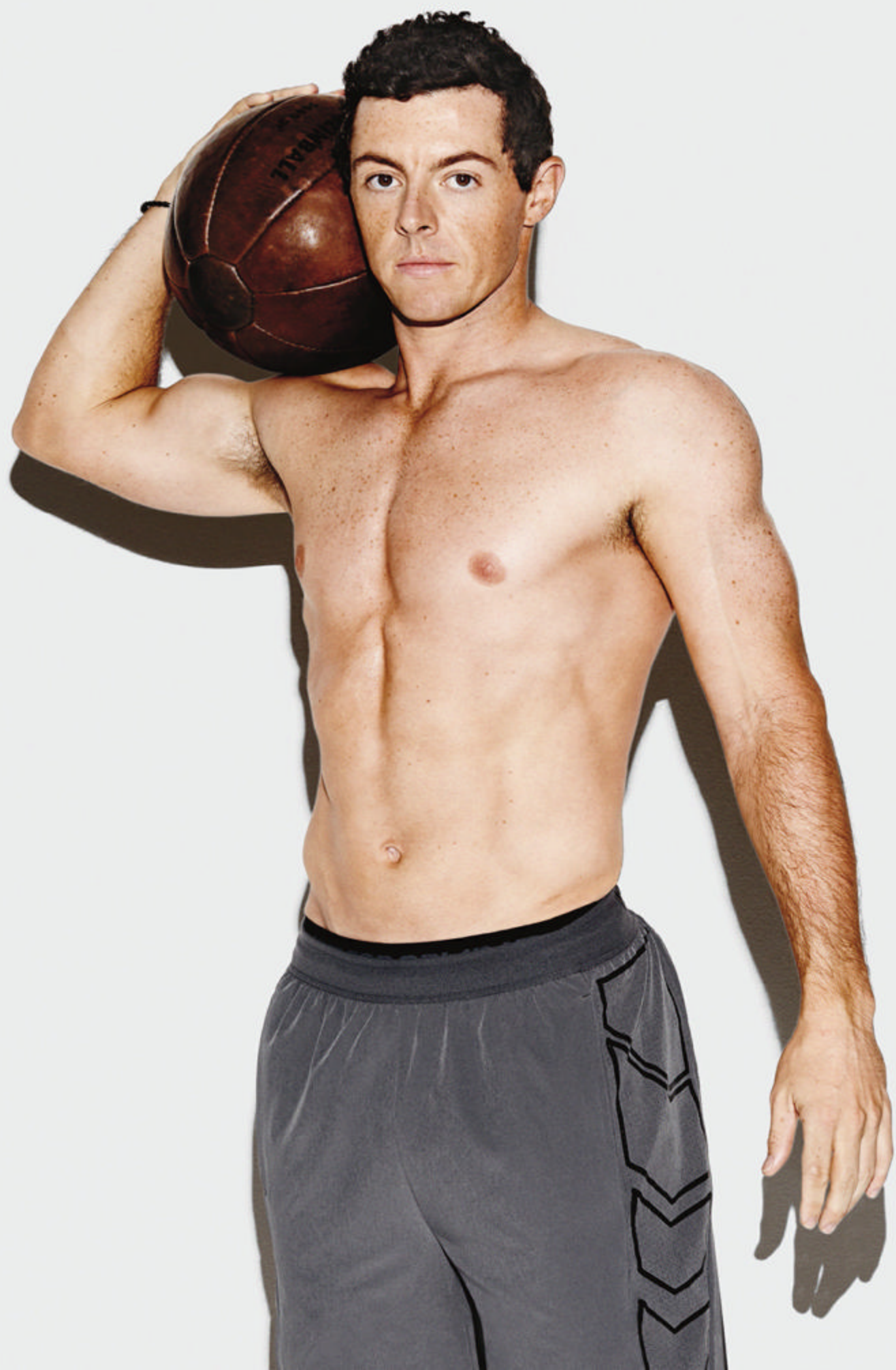
When McIlroy stopped by Nike headquarters in Oregon last fall during his not-really off-season, he found it bedecked with immense posters of himself and Woods. He remembers watching Woods astound the golf world at age 21 with a record-breaking Masters victory. Rory was 7 at the time. "You know, it was only 10, 15 years ago that I was watching this guy—and he's a hero of mine—and all of a sudden this stuff is happening to me. It's not surreal," he says, though that's the word that came to mind. "I mean, I've gotten used to it. But sometimes it just hits you: *Wow, this is the life that I'm living.* It's pretty cool."

That's the honesty that charms golf writers in the press tent. We'd add humility to his list of traits, except it wouldn't be true. McIlroy isn't modest; he'll post photos of impressive lifts in the gym, of shirtless Ryder Cup celebrations (in kilt and wig). He knows how good he is. If he's leading a tournament, he'll say he likes his position—rather than spout rote quotes about how much golf remains to be played. "I've always been that way," he says. "I'm going to say what I feel."

OF COURSE, HONESTY CAN HURT TOO. JUST ASK CAROLINE Wozniacki. The tennis star and the golf phenom were sports' jet-setting darlings for three years before McIlroy broke it off last May, days after the wedding invitations went out. See? He even screws up like a regular guy. "It didn't feel right to me," he says. "And I'd rather it happened then instead of two or three years down the line. And I think you can see it's been better for both of us." With his head clear, he had his best year. Her play improved too, and she ran the New York Marathon.

"It's hard when two really high-profile elite athletes are not just focusing on themselves but on each other. It's tough to find the balance," McIlroy says. "It just allowed me to have a little more time to focus on myself, personally and professionally, and it gave me some clarity going forward. All I did was focus on golf. Golf's now my girlfriend."

McIlroy trotted out that line last fall and is sticking with it. Greatness requires sacrifice.





2013

Signs lucrative deal with Nike, changes clubs and management, and has a pretty lousy year.



May 2014

Breaks up with tennis star Caroline Wozniacki only days after wedding invitations go out.



July 2014

Fulfills a childhood dream by winning the Open Championship in Liverpool. Hugs Mum.

August 2014

Wins PGA in near dark; becomes third person in modern history with four major titles at age 25.

B

BALANCE AND GROUNDEDNESS ARE RECURRING THEMES IN RORY World. Talk to his father, Gerry, the barman and fine golfer who taught him the game, and you sense the source of Rory's even keel. (Tossing that 3-iron into a lake in March was an exception.) Talk to Michael Bannon, the only coach he's ever had, and you understand the stability of his stance and that balanced finish. Talk to his trainer, Stephen McGregor, Ph.D., and...well, you'll get an earful.

McGregor's doctorate is in exercise physiology; he built his reputation training English Premier League soccer players and then the golfer Lee Westwood. When he turned his muscle-geek's attention to McIlroy's slender, limber frame five years ago, he saw the challenge—and the potential. McIlroy's constant golfing meant "he had imbalances in his body," McGregor says. "He couldn't stand on one leg. He didn't have support and stability in his shoulders."

McIlroy had the whippy swing of a grip-it-and-rip-it teenager when McGregor began working with him. "He was very arm-speed-dominated in his golf swing, as a lot of young players are, trying to generate as much speed as they can to launch the golf ball," says McGregor. But a repeatable, safe swing that can last through a tournament, a season, and a lifetime must enlist the entire body from the feet up: "The kinetic chain—the hip movement, the trunk movement, and then the arms delivering the club efficiently."

McGregor started from the base, emphasizing McIlroy's lower body and core before focusing on the upper body. Nicklaus, now 75, notes that McIlroy plays golf athletically, from the ground up. It's where all sports are played from, he says: "Anybody playing football, baseball, basketball—their feet are the key to what they do. And Rory plays golf very much with his feet. They dominate the tempo; they dominate the start of his swing, certainly starting down. He's got beautiful rhythm and timing."

Most golfers don't think about their feet. But just as a pitcher's uncoiling motion derives its power from his legs and foot plant, Nicklaus says, the same thing happens with a golf swing: "It's right from the feet all the way up." Unfortunately, he adds, most golf today is not taught that way. "Rory was obviously taught by an old-time teacher."

That teacher would be Bannon, the former head pro at the Holywood Golf Club outside of Belfast, who works with McGregor to ascertain which exercises will help McIlroy execute the swing most efficiently. "Jack Nicklaus is right when he says Rory uses the ground very well," says Bannon, who's been his coach since McIlroy was 9. "There are no power leaks there, so he has a lot of power through his legs. That's where you gain your stability, in your body and your turn and your swing."

Simple check, golfers: At the top of your swing, is your left heel on the ground? Rory's is. Simple check, gymgoers: Are your legs and core ready for heavy lifts? Rory's are.

BACK TROUBLE HAUNTS MANY GOLFERS, AND SO IT WAS FOR RORY McILROY FROM mid-2009 through 2010. "That's the real reason why I got into strength training," he says. "When I was young, I was very active and fit and did a lot of sports. Then from the ages of maybe 16 to 20, I wasn't. I was playing golf. As a typical teenager, I didn't eat well. I discovered alcohol for the first time, all that sort of stuff."

McIlroy's training has eliminated his back strain (and pain) and corrected his shoulder impingement. "He was very anterior-dominated, standing over the ball," McGregor says. The approach McIlroy uses today makes sense for weekend golfers too, he adds. Strengthening your legs, glutes, and core can protect your back and give you a base for a stable, dependable swing. For McIlroy, it could prevent him from becoming another free-swinging natural who fades away. Hence his daily workouts. STORY CONTINUES ON PAGE 134

GET RIPPED LIKE RORY

Build total-body power with this workout from Rory McIlroy's trainer, Stephen McGregor, Ph.D.



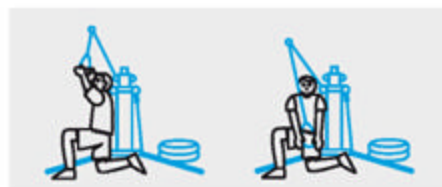
Barbell Deadlift Roll the bar against your shins and grab it using an overhand grip that's just beyond shoulder width. Pull up, thrusting your hips as you stand. Lower the bar and repeat. Do 3 sets of 5 reps.



Box Jump From a standing position with your arms up, dip your knees, drive your arms back, and then swing them up as you jump onto the box. Step down. That's 1 rep. Perform 3 sets of 5 reps.



Half-Kneeling Cable Lift Attach a rope handle to a low pulley; kneel (right foot forward, left side to stack). Hold the handle by your left hip. Pull it up and across. Do 5 reps, switch sides, repeat. That's 1 set. Do 3.



Half-Kneeling Cable Chop Attach a rope handle to a high pulley; kneel (left foot forward, right side to stack). Hold it above your right shoulder. Pull it to your left hip. Do 5, switch sides, repeat. That's 1 set. Do 3.

THE MH WAY TO GOLF

PLAYED PROPERLY, IT'S A SPORT, NOT JUST A GAME. PREPARE AND PRACTICE SMART—AND HAVE SOME FUN.

ILLUSTRATIONS BY MARK MATCHO

HITTING IT PURE: A TOP TEACHING PRO SHOWS YOU HOW

Keep things simple. Clear your mind and swing easy with driving tips from Mike Bender, the director of Mike Bender Golf Academy at Magnolia Plantation Golf Club in Lake Mary, Florida.



Address

Feet are just wider than your shoulders, left arm aligns with shaft, ball lines up with left armpit.

Takeaway

Keep the clubhead low as you first take it back. Do not "pick up" the club quickly.

WARM UP THE RIGHT WAY

Start Your Heart

Warm up with cardio to get your blood pumping, Billy Horschel says. He uses fitness-band stretches to open his shoulders and hips.

Roll 'Em Easy

You can never practice too many long putts, says 2006 U.S. Open winner Geoff Ogilvy. That freer stroke helps you on short putts too.

Untie Those Knots

Do like former world No. 1 Luke Donald: Use a foam roller on your back, hamstrings, and glutes before hitting balls on the range.

Plan Your Practice ▶

On the range, work your way through your bag, says Donald. Then envision the early holes and practice those tee shots and approaches.



SLIP THESE CLUBS INTO YOUR BAG

- 1/ **ADAMS GOLF RED PRO HYBRID** Swap an iron for a forgiving hybrid that adjusts to counter slicing or hooking. \$229, adamsgolf.com
- 2/ **TAYLORMADE DADDY LONG LEGS PUTTER** A hefty grip and increased head weight produce a steadier stroke. \$250, taylormadegolf.com
- 3/ **NIKE VAPOR SPEED DRIVER** Tiger plays a version of this model; its face angle and center of gravity can be adjusted. \$299, nike.com



MITCH MANDEL (clubs, ball)



Turn

At the top, you should feel a slight tilt to the right as you load up before the downswing.

Transition

Arms accelerate and weight starts to transfer. Feel your feet pushing into the ground.

Impact

Now rip it—don't "flip" your hands. They stay ahead of the clubhead until after impact.

Finish

Try to stick your landing: weight on your left side, right toe pointed, no wobble. Nice shot!

PLAY WITH YOUR BRAIN

ROLL IT CLOSE "Learn the scoring game before the other," as McIlroy did, says his coach, Michael Bannon. So practice chipping and putting—a lot.

BE REALISTIC Take more club and try a three-quarter swing. "You'll have a better chance of hitting the ball solid," says PGA Tour star Billy Horschel.

TRACK YOUR HACKS Keep stats (fairways and greens hit, total putts) to pinpoint your weaknesses, Bannon says. "Then fix the worst thing in your game first."

RUN IT UP Americans love high pitch shots. Bannon suggests the safer, lower chip-and-run, common on firm U.K. links. "It's a very simple shot."

BEHAVE LIKE YOU BELONG

Know the Rules

You must tee your ball behind the markers, up to two club lengths back. On the greens, slide your marker behind your ball without touching it.

Play When Ready

"Keep play moving," pleads Luke Donald. Sure, in a serious competition, the player farthest from the hole hits first. This isn't serious. If you're ready, hit.

Watch Your Step

Don't walk where another guy's putt will be going. And when pulling your ball from the hole, your foot may leave a dent. Tap the area to smooth it out.

Repair Your Ball Marks

If your approach shot hits the green, savor the moment—and repair that crater. Use a proper tool to push the damaged turf back; then tamp it down.

Be Nice to the Cart Girl

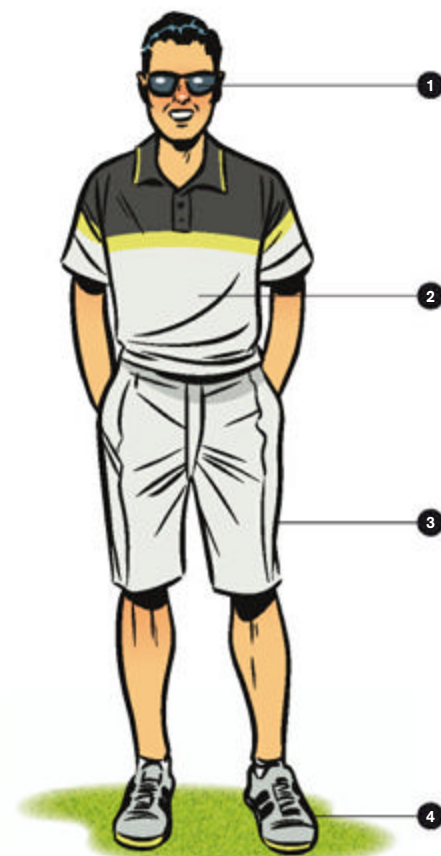
Whoever approaches the drinks cart first offers to buy for everyone—it evens out in the end. Mild flirting is permitted if your tip is generous.



SOMETIMES IT PAYS TO BE A SOFTY

Many of the balls from big names like Titleist and Nike are engineered for the swift swings of better players. Your stroke is likely much slower, which is why a low-compression ball, like the Callaway Chrome Soft (\$38/dozen, callawaygolf.com), makes more sense. It'll coax more distance from slower swings, and spin less off the driver's face for straighter tee shots. Around the greens, the soft cover will help you put more spin on chips for better control.

LOOK YOUR BEST OUT THERE



1/ OAKLEY HOLBROOK SUNGLASSES Top-rank optics, several lens colors, UV protection, and great style.

2/ NIKE MAJOR MOMENT POLO What McIlroy wears. Dri-Fit fabric stretches for your Rory-like turn.

3/ J.LINDBERG SOMLE GOLF SHORTS Lightweight, moisture-wicking fabric with a streamlined cut.

4/ FOOTJOY FJ SUPERLITES CT GOLF SHOES Athletic, featherweight, and comfy. Walk the course, men.



INSTRUCTIONS

This is a test. Do not seek help from your friends or your phone. This is all on you, all in one sitting. Most questions are worth one point, but a few are worth more; one question deducts points. When you're finished, tally them all up; a perfect score is 100 points. Good luck, gentlemen. You may now begin.



YOUR QUIZMASTER
**CHELSEA
PERETTI**



QUESTION

ANSWER

What's Your Man Score?

THAT DEPENDS ON HOW YOU DO ON THE FOLLOWING 45 QUESTIONS. IF YOU THINK YOU'RE MANLIER THAN THE AVERAGE JOE, PROVE IT.

► EDITED BY
CLINT CARTER

► PHOTOGRAPHS BY
MICHAEL ELINS



REEL HER IN

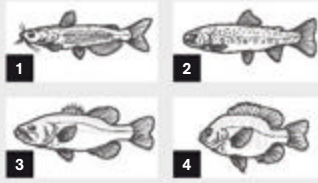
Chelsea Peretti, who plays the no-bullshit office administrator on *Brooklyn Nine-Nine*, wants you to shake things up. "Women like surprises," she says. "But it has to be the right thing. Not like, 'Surprise! I had a kid with someone else!' More like, 'Surprise! We're going somewhere this weekend!'" Her stand-up special, *Chelsea Peretti: One of the Greats*, is on Netflix. —LILA BATTIS

SUBJECT

YOUR SCORE

Sports

01 You caught four fish! Now name them.



- [A] Catfish [C] Bluegill
[B] Bass [D] Trout

02. Who holds the record career batting average of .367?

- [A] Babe Ruth [C] Ty Cobb
[B] Barry Bonds [D] Lou Gehrig

03. Which team did Shaquille O'Neal *not* play for?

- [A] Orlando Magic
[B] Boston Celtics
[C] Phoenix Suns
[D] Houston Rockets
[E] Cleveland Cavaliers
[F] Miami Heat

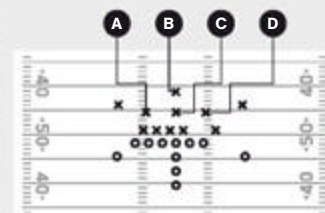
04. Only one of the following moves is legal in a regulated UFC fight. Which is it?

- [A] Head-butt
[B] Heel to the kidney
[C] Chokehold
[D] Groin shot
[E] Verbal insults

05. Which of the following terms is meaningless in golf?

- [A] Birdie [D] Albatross
[B] Eagle [E] Vulture
[C] Turkey

06 Which one is the "Mike" linebacker?



1 CATCH MORE FISH
Greg Schwipps, the coauthor of *Fishing for Dummies*, suggests researching which bugs are currently hatching; then choose similar-looking artificial flies.

4 WHY WATCH A FIGHT?
Watching others work hard, as in a UFC bout, can spike your respiration and heart rates almost like exercise, say University of Western Sydney scientists.

6 YOUR LINEBACK PRIMER
Sam is the *strong*-side linebacker (A), Will is the *weak*-side linebacker (D), and Mike is the well-rounded *middle* linebacker. Notice a pattern here?

7 VINO PATROL
Look for a wet stain, says Caitlin Speers, beverage director at Sbraga Dining in Philly. A dry or crumbled cork indicates improper storage. Send it back.

9 BOND WAS WRONG
Shake a drink made with a thick liquid like juice or cream, but stir it if it's pure liquor, says Micaela Piccolo, head barkeep at Dis-tilled in New York City.

11 RESPECT THE LEGS
Make first cuts into the skin of hip joints so you can pop off each leg cleanly, says Aaron Rocchino, owner of The Local Butcher Shop in Berkeley.

SUBJECT

YOUR SCORE

Food

07. The server hands you a wine cork. What do you do?

- [A] Inspect it [C] Chew it
[B] Sniff it [D] Pocket it

08. How many ingredients are in lager beer, according to the German Purity Law?

- [A] 2 [C] 6
[B] 4 [D] 8

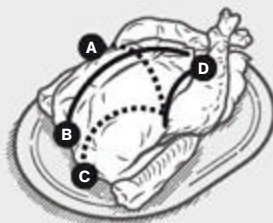
09. Which of these do you shake rather than stir?

- [A] Martini [D] Old-fashioned
[B] Gin fizz [E] Moscow mule
[C] Margarita [F] Negroni

10. Which of these worthless items is in your kitchen?

- [] Garlic press
[] Motor-operated wine bottle opener
[] Apple corer
[] Margarita machine

11 Which is the proper first cut?



12. Which has the most protein?

- [A] Three large eggs
[B] A serving of Greek yogurt (5.3 oz)
[C] A grilled filet mignon (4 oz)
[D] A scoop of whey protein powder

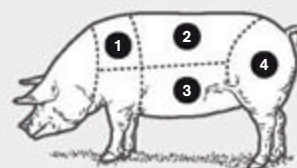
13. Which of these essential tools is in your kitchen?

- [] Cast-iron skillet
[] Chef's knife, 8" or longer
[] Good bottle of whiskey
[] Digital probe meat thermometer

14. Pair each spirit in the left column to its primary ingredient in the right column.

- [1] Bourbon [A] Malted barley
[2] Rye [B] Corn
[3] Scotch [C] Sugarcane
[4] Cognac [D] Rye
[5] Rum [E] Grapes
[6] Tequila [F] Agave
[7] Cachaça [G] Molasses

15 Match the cut to the diagram.



- [A] Bacon [C] Chops
[B] Butt [D] Ham

ANSWER KEY

1. 1-A, 2-D, 3-B, 4-C [+1 EA];
2. C; 3. D; 4. C; 5. E; 6. C;
7. A; 8. B; 9. B, C, E [+1 EA];
10. [-1 EA]; 11. D; 12. C;
13. [+1 EA]; 14. 1-B, 2-D, 3-A,
4-E, 5-G, 6-F, 7-C [+1 EA];
15. 1-B, 2-C, 3-A, 4-D [+1 EA]

17

RAPPER'S DELIGHT

Bass-heavy music can help you act more assertively, according to Northwestern University research. Try dropping a beat before your next job review.

19

ROM-COM THERAPY

Watching lovey flicks with your partner and discussing the relationship themes is associated with lower divorce rates, suggests UCLA research.

22

BOOK BRAINS

Readers of literary fiction understand and relate to others better than those who read nonfiction or popular fiction, a study in the journal *Science* reveals.

25

THE DO-IT-ALL TIE

The half Windsor is the most versatile of tie knots, says Ashley Weston, a celebrity menswear stylist. It's appropriate for almost any collar or body type.

28

MIND THE STUBBLE

Go with the grain of your facial hair; going against it can cause inflammation, says Douglas Altchek, M.D., founder of the skin-care line Altchek MD.

SUBJECT

YOUR SCORE

Culture

16. Which guy has been married the most times?

- [A] Larry King [C] Henry VIII
[B] Billy Bob Thornton [D] George Foreman

17. Which rapper has gone by the most stage names?

- [A] Snoop [D] Bow Wow
[B] Dre [E] Jeezy
[C] Fiddy [F] Weezy

18. Who wrote the 1969 song, "Me and Bobby McGee"?

- [A] Jerry Garcia [D] Kris Kristofferson
[B] Janis Joplin [E] Bob McGee
[C] Roger Miller

19. The line "I'll have what she's having" comes from which classic rom-com?

- [A] *Sleepless in Seattle*
[B] *Something's Gotta Give*
[C] *When Harry Met Sally*
[D] *The Wedding Singer*
[E] *Pretty Woman*

20 Match each Bond to his Aston Martin.



- [A] Sean Connery
[B] Daniel Craig
[C] Pierce Brosnan
[D] Timothy Dalton

21. Which three of these guys crashed a motorcycle?

- [A] Peter Fonda [E] Bob Dylan
[B] James Dean [F] Meat Loaf
[C] Mel Gibson [G] Hunter S. Thompson
[D] Duane Allman

22. Neal Cassady inspired a character in which book?

- [A] *The Road*
[B] *On the Road*
[C] *Fear and Loathing in Las Vegas*

23. Which three are villains?

- [A] Hans Gruber [D] Ellen Ripley
[B] Han Solo [E] Bane
[C] Morpheus [F] Buffalo Bill

24 Match the mustache to the man.



- [A] Tom Selleck [D] Hulk Hogan
[B] Clark Gable [E] Groucho Marx
[C] Sam Elliott [F] Salvador Dalí

SUBJECT

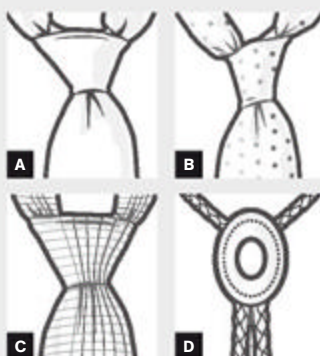
YOUR SCORE

Style

ANSWER KEY

16. A (8 TIMES!); 17. A (SNOOP DOGGY DOG, SNOOP DOG, AND SNOOP LION); 18. D; 19. C [+2]; 20. 1-A, 2-C, 3-D, 4-B [+1 EA.]; 21. A, D, AND E [+1 EA.]; 22. B; 23. A, E, AND F [+2 EA.]; 24. 1-C, 2-B, 3-D, 4-A, 5-E, 6-F [+1 EA.]; 25. A; 26. C (THE OTHERS ARE FOR A. ACNE, B. OILY SKIN, AND D. WRINKLES); 27. HERRINGBONE [+2]; 28. B [+2]; 29. 1-F, 2-B, 3-E, 4-C, 5-D, 6-A [+1 EA.]; 30. C; 31. [+1 EACH]; 32. [+2 EA.]; 33. C (IT'S A ONE-POINT QUESTION, BUT GIVE YOURSELF ZERO IF YOU HAVEN'T SEALED YOUR DECK IN THE PAST YEAR); 34. C

25 Which of these knots is a half Windsor?



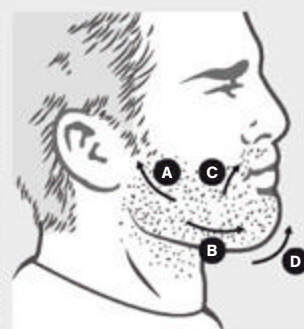
26. Which of these acids won't improve your skin?

- [A] Salicylic [C] Phosphoric
[B] Glycolic [D] Amino

27 What the hell is this pattern?



28 Which is the best first pass for a clean-shaven mug?



"TODAY'S
VERSION OF BEING
A FIX-IT GUY IS
BEING TECH-SAVVY.
IF YOU CAN BUILD
A COMPUTER,
YOU CAN PROTECT
ME IF THE ROBOTS
TAKE OVER."



FEED THIS DIRECTION

SUBJECT

YOUR SCORE

Home Repair

29 Name that screwdriver.



- [A] Torx [D] Phillips
[B] Flathead [E] Allen
[C] Robertson [F] Spanner

30. How many separate chainsaw cuts does it take to fell a tree?

- [A] 1 [C] 3
[B] 2 [D] 4

31. Which home repair jobs can you do on your own?

- ☐ Replace a light fixture
☐ Patch a hole in drywall
☐ Hang a flat-screen TV

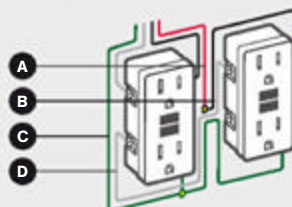
32. Which home repair jobs have you done on your own?

- ☐ Replaced a light fixture
☐ Patched a hole in drywall
☐ Hung a flat-screen TV

33. How often do you need to reapply sealer to a wood deck?

- [A] Every three months
[B] Every six months
[C] Once a year

34 Which of these is the ground wire?



30

CONTROL A FALLING TREE

Do two 45° cuts to take out a V-shaped wedge one quarter of the tree's depth. On the other side, do a 45° cut down to the point of the V. It'll fall away from you.

33

KEEP YOUR DECK HEALTHY

An oil-based sealant may promote mildew in soft wood, says Anthony Albino of City Decks New York. Epoxy options are better for pressure-treated decks.

34

ONE TOOL YOU NEED

Buy a voltage tester before doing electrical work, suggests Gene Hamilton, creator of DIYornot.com. For a few bucks, you'll avoid electrocuting yourself.

"I TOOK AN AUTO MECHANICS CLASS
IN HIGH SCHOOL, BUT I DON'T
REMEMBER ANYTHING BECAUSE
I WAS HIGH THE WHOLE TIME."



SUBJECT

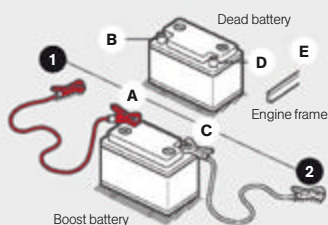
YOUR SCORE

Cars

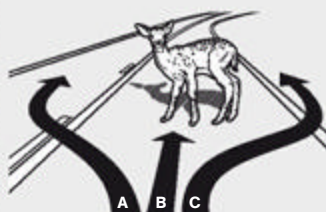
35. Which will you find on your car's driver-side door sticker?

- [A] Suggested tire pressure
- [B] Suggested fuel type
- [C] Suggested oil-change mileage

36 Where do these two cables connect?



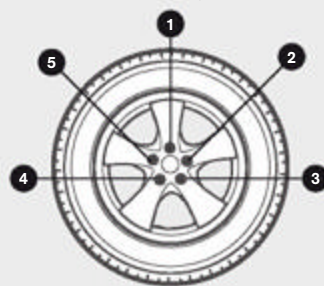
37 Deer in the road. What's your reaction?



38. You're stuck in traffic and your car is overheating. Your move?

- [A] Crank the AC
- [B] Crank the heater
- [C] Run, fast
- [D] Pour water on the engine

39 You've removed a flat tire and are now putting on the spare. If you tighten lug nut #1 first, which one will you tighten last?



36

AVOID A BLOWN BATTERY
Make the connections in this order: Red cable to A; red cable to D; black cable to C; and lastly, black cable to an unpainted metal surface, like the hood prop.

38

SAVE YOUR ENGINE
A car's heater draws heat from under the hood, says David Baur, owner of Humming Motors in Los Angeles. So crank it up until you can safely pull over.

39

FOLLOW THE STAR
Tighten in a 1-3-5-2-4 pattern, by hand and then with a lug wrench, to prevent wobble and warped rotors, advises Vito Gerbino of The Tire Place in Queens.

40

HE WHO WAITS...
You're not the only guy on her radar, pal. So you need to call before she can set up her next Tinder date, says Ali Binazir, M.D., author of *The Tao of Dating*.

43

STOP BURNING RUBBER
Oil-based lube breaks down latex. Either switch to another form of protection (like the female condom) or stick to a water- or silicone-based lubricant.

ANSWER KEY

35. A; 36. 1 TO D, 2 TO E [+2 EA]; 37. B [+2]; 38. B; 39. 3 OR 4 [+2]; 40. B; 41. A; 42. A; 43. C; 44. B; 45. MOST TO LEAST: D, B, C, E, A [+1 EA]

SUBJECT

YOUR SCORE

Women

40. You scored her number and want to see her again. You...

- [A] Text her immediately
- [B] Call her tomorrow
- [C] Follow the 48-hour rule, then call

41. Where do you put your cell phone on a date?

- [A] In my pocket, ringer off
- [B] On the table, facedown
- [C] I leave it at home

42. It's 2015. Do you still pick up the check on a first date?

- [A] Yep, always
- [B] Depends on who did the inviting
- [C] Splitting is ideal

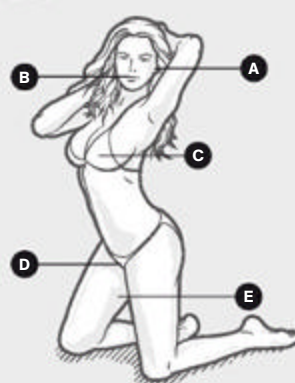
43. Which of these should not be used with latex condoms?

- [A] Water-based lubrication, like K-Y Jelly or Liquid Silk
- [B] Silicone-based lubrication, like Pjur or Überlube
- [C] Oil-based lubrication, like Vaseline Jelly or baby oil

44. Which of the following is the ideal duration of intercourse?

- [A] 5 minutes
- [B] 10 minutes
- [C] 20 minutes
- [D] 30 minutes
- [E] As long as I can last

45 Rank her erogenous zones by sensitivity.



HOW DID
YOU DO?

<60

New subscriber, huh? Well, keep reading this magazine and you'll soon be happier, healthier, and manlier.

60-69

Technically a D is passing, so you don't have a damned thing to be ashamed of. (But you do have work to do.)

70-79

You're at the top of the bell curve and man enough to realize that the bell curve resembles a woman's breast.

80-89

Pour yourself a celebratory boilemaker, and then proudly post your manly score on all social media platforms.

90-100

You probably cheated. But if not, congratulations! Your man cred could put even Ron Swanson to shame.



▲
COUNTER EFFORTS

Behold the Dutch Boy sandwich: ham, cheese, and lots of Americana.



America's
Best

D I N E R S

FROM THE
NATION'S TOP
HASH SLINGERS
TO YOUR TABLE
AT HOME—FAST!

BY JANE AND MICHAEL STERN
PHOTOGRAPHS BY ANDREW HETHERINGTON
PAGE 119



HUNT DOWN THE DINERS



Ace Biscuit & Barbecue
Charlottesville, VA
Al's Breakfast,
Minneapolis, MN
Becky's Diner
Portland, ME

Bette's Oceanview Diner
Berkeley, CA
Big Bad Breakfast
Oxford, MS
Blue Benn Diner
Bennington, VT

Classen Grill
Oklahoma City, OK
Dutch Kitchen
Frackville, PA
Frank's Diner
Spokane, WA

Maine Diner
Wells, ME
Mother Hubbard's
Tucson, AZ
O'Rourke's Diner
Middletown, CT

BACON SPUTTERS ON THE GRIDDLE, ITS AROMA MELDING WITH smells of brewing coffee, frying eggs, crisping hash browns, and steaming flapjacks. In the booths around us, people engage in no-holds-barred tirades about politics, sports, and driving in extreme weather. Characters from uptown, downtown, and both sides of the law are here for a doughnut or a full meal. Waitresses prowl the room, dispensing gallons of regular and decaf.

This big helping of real America is why we both love the classic diner. It's why we're writing this from a diner right now. (Okay, that and the large portions.) We've spent the past several decades seeking out the best local restaurants for our book *Roadfood*. We've eaten in every sort of diner, from Machine Age streamliners to rococo Mediterranean palazzos, from hole-in-the-wall grease pits to bastions of regional cuisine. Our beat is sleeves-rolled fare, so we're especially fond of diners, where there are no fussy wine pairings or precious *amuse-bouches*, and where your meal hits the counter accompanied by the check.



THE RUSH

Frank's Diner used to be a railroad dining car. Now the place runs on gravy and waffles.

ACE BISCUIT & BARBECUE/ ZACH PALMER, FRONT MANAGER



"When you go to a BBQ restaurant, you can judge them on whether they're able to make good pulled pork. It's the backbone of the restaurant."

CLASSEN GRILL/ RICKIE SMITH, SERVER



"You don't have to ask for fresh coffee. It's all fresh. We go through, like, 20 pots a day."

DUTCH KITCHEN/ JOANNA BARDZAK, SERVER



"If you want fast service, you can't go wrong if you order a club sandwich. It's really quick out of the kitchen."

BETTE'S OCEANVIEW DINER / THE FAT-JACK



SOUFFLÉ PANCAKE

1. Preheat your broiler. In a large bowl, beat 2 egg yolks with $\frac{1}{2}$ cup half-and-half until frothy. Slowly add $\frac{1}{4}$ cup all-purpose flour, stirring only enough to combine. Then stir in $1\frac{1}{2}$ Tbsp melted butter, $\frac{1}{2}$ tsp sugar, $\frac{1}{4}$ tsp salt, and 1 Tbsp dark rum until well mixed. In a separate medium bowl, use a hand mixer or whisk to beat 3 egg whites until soft peaks form. Gently fold the whites into the batter.
2. Butter a 10" cast-iron skillet and heat it on medium high. Add the batter, reduce the heat to medium, and cook until the underside is golden, 3 to 5 minutes. Gently drop slices from 1 large banana on top.
3. Position the skillet 4" or so from the broiler. Bake the pancake until puffed and golden, 2 to 4 minutes. Pull the skillet out, slide the pancake onto a plate, and garnish. Makes 1 pancake, or 2 servings

can Americans, Syrians, Chinese, Brazilians, and Mexicans. What could be truer to the anything-goes, melting-pot spirit of the American diet than a menu that offers cheeseburgers and apple pie along with spanakopita, pastrami sandwiches, gyro pizza, and vegan tacos?

As much as we love to eat in diners, we also consider them an invaluable and overlooked source of culinary education. Just take a seat at the counter and watch the short-order cooks at work: It's a mesmerizing performance, a speedy demo of time-space management that involves flipping, mixing, buttering, slicing, and plating. And it's also where you'll see tenets of culinary instruction tested: Who says omelets must be cooked low and slow? What does it matter if some toque once told you to never, ever press your spatula down on a sizzling burger? Just like the regulars who populate the bar stools, diner cooks maintain a certain swagger, a penchant for making their own rules when they find the ones that work best.

Read on and you'll discover how to prepare delicious, gut-filling comfort food faster than you can pour a bowl of Cheerios. But first, as any cook who whips up a humble crock of potato soup knows, you have to start with the roots.

You probably like diners for the same reason we do: They are defiantly anti-snob, a sentiment forthrightly championed by chef John Currence, whose Big Bad Breakfast in Oxford, Mississippi, is a leading light among deluxe modern diners: "If another sonofabitch puts a charcuterie plate in front of me," Currence declares, "I will punch him in the face." In a diner, you are not served charcuterie; but you can count on bacon, ham, or sausage, and maybe scrapple or pork roll—meats that stick to your ribs instead of pinching you in your wallet.

We agree: Diners aren't for finicky gourmets or people who are sticking to health resolutions. They are the haunts of coffee hounds, recovering alcoholics, folks who are awake too early or too late, and anyone who insists on a square meal for a fair dollar. Hell, you can always eat healthy at lunch. Or tomorrow. Diner booths beg you to relax.

And no other type of restaurant is so distinctly American, with a rainbow society of proprietors—Greeks, Italians, Afri-



THE REGULAR SCENE

Early morning at Bette's, where the coffee, scrapple, poached eggs, and service are fresh.

AL'S BREAKFAST / DOUG GRINA, OWNER



"Tips average 20 percent. It's a matter of how much fun people had and how good the food was. If you had a terrific time, tip 25 percent."

BIG BAD BREAKFAST / JOHN CURRENCE, CHEF AND OWNER



"Really good fried chicken and really good biscuits are like Wonder Twin powers. Order the dish wherever possible."

BLUE BENN DINER / SHARON GAVIN, SERVER



"If you see lines out the front door, peek in the window to check for open stools. If a seat is available, it's probably going to be a bar stool."

HISTORICALLY, MEN WHO WENT TO DINERS WERE NEVER EXPECTING a four-star meal. The diner's origin can be traced to Rhode Island, where the first horse-drawn lunch wagon set up shop in 1872. It was operated by a man named Walter Scott, who served sandwiches and coffee outside the *Providence Journal* offices. Early vendors like Scott valued speed and convenience, often at the expense of patrons' tastebuds. Lunch wagons didn't attract gentlemen of a refined nature, and certainly not ladies. Many were dilapidated affairs resurrected from decommissioned railroad and trolley cars, and they became known for the disreputable characters they attracted in the late-night hours.

Early in the 20th century, however, a New Rochelle manufacturer named Patrick J. "Pop" Tierney changed everything, with a toilet. By bringing the outhouse indoors and building his restaurant to resemble a sleek railroad dining car, Tierney created a more welcoming space that other lunch wagon operators copied. In the 1920s, diners soon broadened their appeal by adding booths suited to their skirted clientele, who considered stool sitting strictly for women of dubious virtue.

That's not to say the diner has lost all of its unsavory undertone. And it's that quintessential American underdog story that may have sustained diners during the nation's growing pains. The end of World War II detonated a fast-food boom in the United States, where blue plates gave way to golden arches. The late 1960s brought well-intentioned highway beautification and urban renewal plans that paved over the color and character of the roadways. Yet diners, despite their checkered reputation, remained as hideaways where you could eat a dinner like Mom cooked while talking about all the things she didn't allow you to discuss over dinner.

There's really no other style of restaurant that welcomes everyone—the bad guys, the sad guys, the cool guys. Think of cultural icons like Jack Kerouac, a frequent diner patron, who opens his novel *Visions of Cody* with a long, lyrical description of a diner with an "ancient, cracked, marked, carved" counter that bears "knife marks and scars and something suggesting decades of delicious greasy food." Think of artists like Edward Hopper, who painted *Nighthawks*, or Tom Waits, who in his song "Eggs and Sausage" bleats out "It's a graveyard charade, it's a late-shift masquerade" and "the classified section offers no direction / It's a cold caffeine in a nicotine cloud." Think of those scenes from *Natural Born Killers*, *Pulp Fiction*, *Little Caesar*, and *Alice Doesn't Live Here Anymore*. Think of Archie Bunker, Special Agent Dale Cooper, Mr. Pink, and Tony Soprano. Granted, these are men you wouldn't want your daughter spending time with; yet in the diner they are relatable, equalized. Maybe that's the spirit that draws men into those booths: You know exactly what you're going to order, but you never know what you're going to get.

As we've come to appreciate our vibrant American cuisine over the past several decades, it's no surprise that diners have enjoyed a renaissance. All around the country, many have opened, remodeled, or reopened. A few are theme restaurants, as orchestrated as a Disney World attraction, with retro waitresses who stash pencils in their beehive coiffures. Many are gigantic coffee shops with menus that list literally hundreds of dishes representing most of the cuisines of the civilized world. Some

AL'S BREAKFAST / THE ICONIC BRUNCH



EGGS BENEDICT

1. In a small saucepan, beat 2 Tbsp lemon juice into 4 egg yolks. Keep whisking as you drizzle in ½ cup butter, melted. Place the pan over medium heat and whisk vigorously until thickened. Season with salt and transfer to a cold saucepan until the eggs are done.
2. In each of two separate pots, bring 2 quarts of water to a low simmer. Add ¼ cup white vinegar to one pot. Slip a total of 8 whole eggs

into the simmering vinegar water. (Try not to cook any more than 4 eggs at a time.) Cook till the whites set, 2 to 3 minutes. Using a slotted spoon, remove each egg and briefly dip it into the pot of simmering plain water. Lift the egg to drain, and then ease it onto a split, toasted, buttered English muffin topped with 1 slice pan-fried Canadian bacon. Cover with reserved sauce. *Makes 4 servings*

DUTCH KITCHEN / THE FROM-SCRATCH DESSERT



SHOOFLY CAKE

1. Preheat your oven to 375°F. Butter and lightly flour a 9"×13" pan. In a large bowl, use a spatula to mix together 4 cups of all-purpose flour, 2 cups of sugar, and 1 cup of butter, diced, until crumbs form. Reserve 1 cup of this mixture. In another large bowl, mix together 1 cup molasses, 2 cups hot water, and 2 tsp baking soda. Add the wet mixture to the dry mixture and mix until well com-

bined. Pour the batter into your prepared baking pan. Sprinkle the reserved crumbs on top of the batter.

2. Slide the pan into the oven and bake until it smells good, about 10 minutes. Then reduce the heat to 350°F and bake until a sharp knife inserted into the cake's center comes out clean, 30 to 40 minutes more. Remove the cake and allow it to cool slightly. *Makes 12 generous servings*



GREENS SUPREME SOUP

1. In a large soup pot, add 2 to 3 lb greens (mustard, collard, kale, caraway), 1 Tbsp caraway seeds (if you're not using fresh caraway), 2 to 3 quarts of vegetable or chicken stock, 4 minced garlic cloves, and 1 Tbsp olive oil. Partially cover the pot and bring the liquid to a boil; then lower to a slow simmer and cook until the greens are limp, 45 minutes or so. Drain the greens, saving the liquid. Set aside.

2. In a blender or food processor, pulse the greens until mostly smooth but not pureed.

3. In a large soup pot, combine 3 cups of the reserved liquid with 1 cup chardonnay. Stir in 1 cup ricotta, ½ cup sour cream, ½ cup yogurt, and the greens. Add extra liquid to create a thick soup. Simmer until the flavors meld, about 20 minutes. Season with salt and white pepper. *Makes 6 servings*



MEAT LOAF

1. Preheat your oven to 350°F. In a large bowl, using your hands, combine 2½ lb ground beef, ¼ cup minced onion, ¼ cup minced green pepper, ¼ cup minced carrots, ½ cup bread crumbs, 1 tsp salt, 1 tsp pepper, 1 cup whole milk, 3 whisked eggs, 1 cup of ketchup, ⅓ cup Worcestershire sauce, and 1 cup Captain Mowatt's Caneaux Sauce (or a similar superhot hot sauce). Pat the mixture into a

loaf pan (10"×6"×4"), making sure no air pockets exist. Cover with 6 to 8 bacon strips and seal the pan with foil. Bake until the meat is cooked through, about 45 minutes.

2. Remove the foil and bake until the bacon is browned and beginning to crisp, another 30 minutes. Remove the loaf from the oven and let it rest 15 minutes before slicing and serving. *Makes 8 to 10 servings*



diners are helmed by culinary artisans who are more chefs than cooks and whose expertise reinvents standard chow with an upscale twist. This diner rebirth includes hipster versions of the cheap dive as well as places where they actually use tablecloths. Thankfully, plenty of classic diners remain, offering simple, comfortable, convenient, democratic food that's satisfying in a way that few lavish meals are.

The following is our ultimate cross-country list of America's life-changing (and gut-filling) diner experiences. Visit each destination and you'll experience the vintage and the modern, the rough-hewn and the polished. And if you can't travel to, say, Al's Breakfast in Minneapolis for its eggs Benedict, well, we have you covered there too. We have spent countless shifts in the good company of diner cooks, learning no-frills techniques for the fluffiest flapjacks, gooiest cakes, and spiciest meat loaf—secrets that are easy to incorporate into your cooking for fast, delicious, no-nonsense meals.



SEAR GEAR

The flattop at O'Rourke's does it all: bacon, sausage, toast, and a morning burger order.



**BECKY'S DINER/
BECKY RAND, OWNER**



"Try not to wave down your server. It's always better if you just keep looking around for the server until she notices you need something."

**MOTHER HUBBARD'S
CAFE/
TITO ROBLES, KITCHEN
MANAGER**



"In terms of must-have tools, a cook needs a sharp knife to make sure everything comes out perfectly."

**O'ROURKE'S DINER/
BRIAN O'ROURKE,
CHEF AND OWNER**



"Buy whole dried cayenne peppers, and then just crush them in a spice grinder. They'll taste way better than preground spices in a container."

AMONG OLD-TIME HASH HOUSES, THE MOST DELIGHTFUL IS in Dinkytown, Minneapolis. It's also the most maddening. **Al's Breakfast**, created in 1950 with the installation of a roof over a slim alley between two buildings, has exactly 14 seats, all at the counter. But the pancakes are extraordinary: plate-sized, thin, and faintly chewy, with a sour smack provided by a good measure of buttermilk, and blueberries or giant blackberries can be added to the batter when available. You'll be sorry if you don't order the eggs Benedict too.

The **Blue Benn Diner** of Bennington, Vermont, is another time-burnished classic. You might have a hard time deciding what to eat, though, because the walls are plastered with hundreds of little signs advertising daily specials—corn bread French toast, Crunchberry pancakes, vegan lentil-nut burgers, and Better-Than-Sex cake, to name a few. Turkey hash, a simple recipe of hunks and shreds of turkey sautéed with onions and potatoes, is fussed with only minimally as it cooks on a hot

griddle. The result is a dish that's wickedly crunchy on the outside yet succulent within. Last time, our booth jukebox offered Patsy Cline's "Walkin' After Midnight," the Irish Rovers' "Uncorn Song," and *Sesame Street*'s "Rubber Ducky," sung by Ernie.

Dutch Kitchen in Schuylkill County, Pennsylvania, offers a meat-and-potatoes menu with a strong European accent. Try the tortellini soup, potato and cheese pierogies, red beet pickled eggs, and Jewish apple cake. But the dish we can't resist is Pennsylvania Dutch potpie, a stew loaded with chicken, turkey, and vegetables and laced with freshly made noodles that are thick and soft like tender dumplings. And you must always finish with a hunk of rich, buttery Shoofly Cake.

While certain dishes are de rigueur in almost every diner (omelets for breakfast, meat loaf for lunch), a handful of establishments make a point of highlighting their local cuisine. There's no better example of that than the **Maine Diner** along Route 1 in Wells. Take the Lobster Pie. It doesn't look particu-



larly noteworthy—it's just a crock full of dark, greenish-brown bread crumbs. But oh, those crumbs: They're buttery Ritz crackers, crushed and supercharged with moist, sumptuous lobster innards known as tomalley. Below that rich crust, you hit pay dirt: jumbo hunks of fresh lobster.

On the Portland waterfront in Maine, **Becky's Diner** has a vivid regional flavor too. Becky Rand was a woman on a mission when she opened for business in 1991. "Workers from the boats and the docks had nowhere to eat!" she told us with sincere astonishment. The legendary goodness of Becky's split griddle-cooked muffins and her four-egg Titanic Omelette earned her a booming tourist trade over the years. But if you stop by before dawn, you'll eat breakfast alongside the lobstermen and fishermen who were her original clientele. For dinner, we recommend the meat loaf.

The plushiest of all diners might be **Frank's Diner** in Spokane, Washington. Built in 1906, it was used as a top-of-the-line rail-

car by the president of the Northern Pacific Railroad; its original carved, polished woodwork remains. If you come in late summer, expect rare Northwest huckleberry pancakes. Year-round, the bacon (from a local smokehouse) is double-thick, the chicken-fried steak is tender enough to cut with a fork, and the sturdy biscuits are grilled in butter for utmost lusciousness.

O'Rourke's Diner almost perished in 2006 due to a fire, but its regular customers raised enough money to bring it back. The diner opened in 1946 on Main Street in Middletown, Connecticut, and still supplements the familiar fare with a local delicacy known as a steamed cheeseburger. Other possibilities to consider: duck hash, a waffle topped with barbecued pork, eggs Benedict made with smoked salmon and poached eggs over brown bread, a Dubliner omelet (corned beef hash and Irish cheddar), and banana bread French toast with clotted cream.

When Kelzi Bartholomaei bought **Mother Hubbard's Cafe** in 2010, she vowed to maintain its diner spirit but reconstructed

▲
THAT'S CLASSIC
Retro tunes,
crispy spuds,
and Marvin
"Duce" Briggs
give Blue Benn
vintage cred.



**FRANK'S DINER/
STERLING HITE,
MANAGER AND SERVER**



"We have the 'peanut butter and jelly rule,' which means we give the customers anything they want. Even if they want pizza."

**BETTE'S OCEANVIEW
DINER/
BETTE KROENING, OWNER
AND FORMER COOK**



"Don't beat the hell out of pancake batter. Doing that activates the gluten in the flour and makes the pancakes tougher."

**MAINE DINER/
JEFF BRENNAN, CHEF**



"We put the strips of bacon on sheet pans and cook them for 25 minutes or so in a convection oven at 325°F until crisp."

the menu to showcase what she calls contemporary Native American comfort food. At this Tucson institution, you'll find outstanding diner coffee, blue-corn-and-pine-nut waffles, and a calabacitas scramble made by whirling eggs with roasted squash, peppers, corn, cheese, and hot sauce.

From the outside, **Ace Biscuit & Barbecue** of Charlottesville, Virginia, looks more like a chop shop than a diner. It would be wrong for us not to give credit to the place for its Ol' Dirty Biscuit—a big hot one cleaved open and loaded with a juicy butter-milk fried chicken thigh, smoked pimento cheese, dill pickles, and sausage gravy. The chicken sports a crisp crust so melty rich that it vies with deep-fried pork belly as the ultimate breakfast meat.

Whenever we travel Route 66 through the Southwest, we hit Oklahoma City for breakfast. That gives us a chance to eat migas and drink freshly squeezed OJ at **Classen Grill**, an early-morning hot spot among locals for a quarter century. Migas, translated as "crumbs," is a sort of Tex-Mex omelet that includes broken frag-

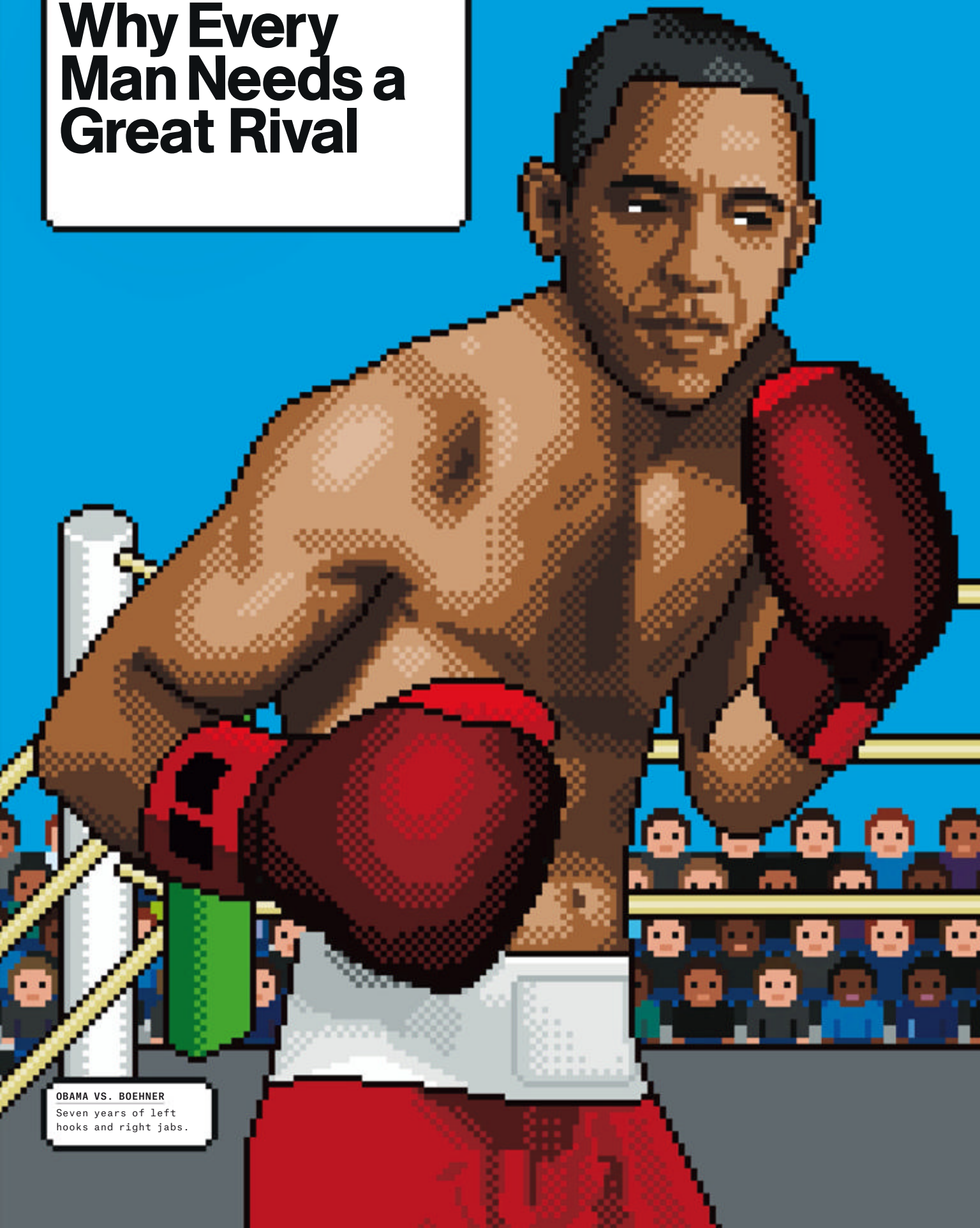
ments of tortilla, which add a terrific textural note—some pieces soften, others stay crisp. Nobody makes them better.

Chef John Currence's **Big Bad Breakfast** in Oxford, Mississippi, stands out among current cutting-edge diners. What devoted diner lover could resist a kitchen that proudly announces that it cooks omelets in a blend of butter and bacon fat? Elsewhere on the menu, shrimp and grits outdo their Low Country origins, and French toast is spiked with brandy and served with fresh strawberries and whipped cream. As it should be.

On the West Coast, **Bette's Oceanview Diner** is a modern eatery with a retro heart. Located in Berkeley, its repertoire includes elegant small-tread waffles, house-made corned beef hash, potato pancakes formed from freshly grated spuds, and made-to-order fruit plates. (Take note: Fresh-cut fruit always tastes better than the precut stuff.) Order a Soufflé Pancake, which is lighter and more airy than any pancake has a right to be.

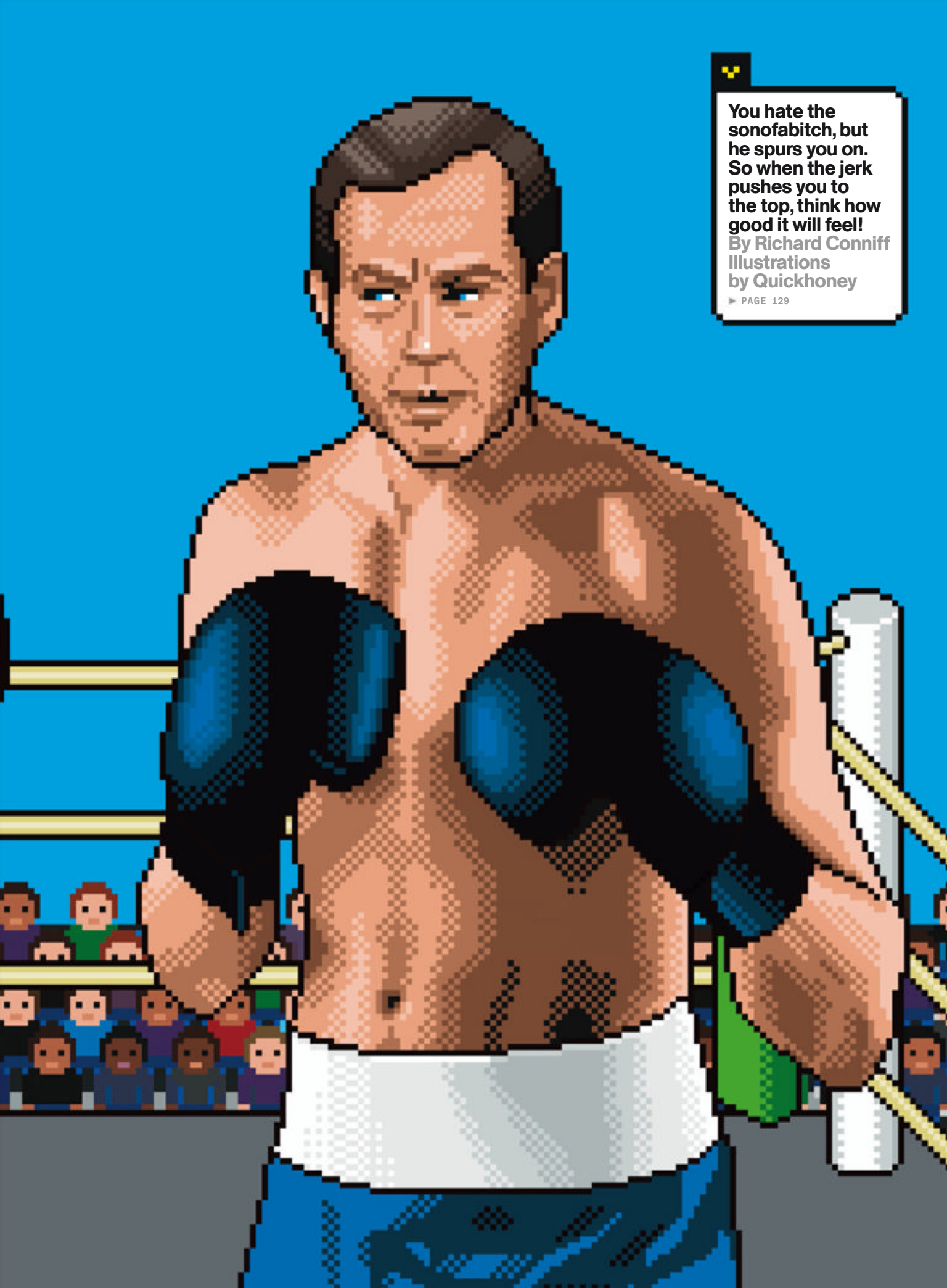
Now hurry along. The coffee's getting cold. ■

Why Every Man Needs a Great Rival



OBAMA VS. BOEHNER

Seven years of left hooks and right jabs.



You hate the
sonofabitch, but
he spurs you on.
So when the jerk
pushes you to
the top, think how
good it will feel!

By Richard Conniff
Illustrations
by Quickhoney

► PAGE 129



One day last May,

SEAN “PUFF DADDY”
COMBS, WHOSE \$700
MILLION FORTUNE
RANKED HIM NUMBER
ONE ON THE FORBES
LIST OF “HIP-HOP’S
WEALTHIEST ARTISTS”

Bird

FOIL YOUR NEMESIS

Mind games and techniques to put these rivals in their place.

The Sports Rival

YOUR TACTIC
Picture the process.

He motivates your training and workouts, but on game day your rival is nothing but a distraction, says Ian Connole, Ph.D., director of the sport psychology program at Kansas State. Refocus on the process for success, he says. Picture every step specifically, and then trust your body to do what it does best.

The Saboteur

YOUR TACTIC
Keep a watchful eye.

Beware the sneak attack, warns Hillary Anger Elfenbein, Ph.D., a professor of organizational behavior at Washington University in St. Louis. Identifying allies is easy, but rivals may lie low to avoid reprisals. So gather a posse of allies who are in a position to keep a lookout and report any subterfuge back to you.

The Jerk at Work

YOUR TACTIC
Misdirect him.

He constantly antagonizes you. Tries to make you look foolish. Outmaneuvers you at every turn. So just remind him (or her) of people who are more powerful or successful than the both of you, says Stephen Garcia, Ph.D., an associate professor of psychology and organizational studies at the University of Michigan.

The Lady Stealer

YOUR TACTIC
Be yourself.

Play to your strengths. "The best defense is being your best self," says Pepper Schwartz, Ph.D., a sociologist at the University of Washington. Win her by sharing your passions instead of trying to eclipse your competitor's. And if you lure her into your social circle, she's more likely to stay. —Alex Gardner

00:48

JOHNSON VS. BIRD

These two heated up the hardwood in college and the pros for more than a decade.

in 2014, woke up to some humbling news. Apple Inc. had just acquired Beats Electronics for \$3.2 billion. That meant Andre "Dr. Dre" Young, cofounder of the headphone company and number two on that same list at \$550 million, had hip-hopped over him. Dre was touting himself as lead contender to become hip-hop's first billionaire.

Combs, who once sang "It's all about the Benjamins," must have had that sick feeling in his stomach, the one we all feel on being outearned or outclassed by a rival. He fired back, of course. Within days he announced plans to turn his Sean John clothing line into a billion-dollar brand. That's exactly how rivalries are supposed to work: It's not about pointed lyrics or guns in nightclubs or even, really, the Benjamins. No, a rival is what pushes us to become stronger, faster, smarter, and more creative. It's what inspires us to be the one, as a Dr. Dre lyric puts it, "still running the game."

Rivalries on the playing field work the same way: Remember little-known quarterback Russell Wilson crushing five-time MVP Peyton Manning in front of 111 million people in the Super Bowl, and then getting crushed himself by an even bigger superstar, Tom Brady, in front of an even bigger audience

(114 million)? Rivalries also happen in the corporate world: Think of CVS trumping Walgreens by becoming the first drugstore chain to ban tobacco sales. And chess, of course, is rife with one-upmanship, preferably with a dollop of humiliation, as, say, when 23-year-old Grandmaster Magnus Carlsen introduced Bill Gates to inferiority in an onstage lightning match.

Even the rarefied worlds of science, music, and art see cutthroat competition: Perhaps you heard about the Bolshoi Ballet dancer who, seething with resentment that he and his ballerina girlfriend weren't getting the plum roles, plotted an acid attack on its director. ("This never happened in my day," an older dancer remarked. "You'd hit each other in the face in the dressing room and that was that.") Marketplace niches and geographic proximity tend to heat up these matches. That's part of what drives the feverish productivity of Silicon Valley, for instance. But that guy in the cubicle next door is just as liable to stir up those same passions.

Couldn't we all just get along? Couldn't we be nice, the way our teachers always urged us to? An entire generation, maybe two, has grown up under a classroom ideology that views individual reward as a "correlate of macho attitudes," as one scholar put it, and "damaging to both intrinsic motivation and creativity," according to another. The shift in education to a learning style that's arguably better suited to girls has made cooperation a major focus. But everywhere else in our lives, especially for boys and men, competition still rules. Understanding how to live with rivalries—when to cooperate and when to compete, what's a smart tactic and what's just stupid, how to use rivalry to boost performance and how to avoid being dragged down by it into despair—is a perilous business. Sooner or later we all need a remedial course in the art of living with—and appreciating—our enemies.

MATISSE VS. PICASSO

PERRY VS. SWIFT

BRADY VS. MANNING

CLOONEY VS. CROWE

RIVALRIES THAT SUCK

You can't beat these people. So join them instead.

Bro Rival

YOUR TACTIC
Write a letter.

Your brother or sister will be in your life longer than any other family member, says Jeanne Safer, Ph.D., an expert in sibling relationships. Write a thank-you letter or email for something specific your sib did for you, even if it was years ago. Compliments can mend frayed family ties. Leave Mom and Dad out of it, she advises.

Boss's Assistant

YOUR TACTIC
Drown her out.

She has El Jefe's ear, so you can't annoy her. But if she's maligning you, counteract it. Stephen Garcia, Ph.D., an expert in the psychology of competition, found that an opinion repeated by one person on three occasions can become as widespread as one stated by three people. So go spread compliments about yourself!

The Ex-Best Friend

YOUR TACTIC
Wait it out.

We feel more competitive with the people we know, says Garcia. But bad blood may be temporary or situational. Wait for a change in circumstances—say, a new job or relocation—and then repair the relationship. "Whatever's ruining your friendship right now may not be as important later on," says Garcia.

Your Kids' New Dad

YOUR TACTIC
Listen up.

Your kids may gush about their stepdad at first, if he's an okay dude. Don't neg out on him; you'll seem defensive. Remember: You had a head start in the dad race. You can still finish first if you hang in there, ask lots of questions about their activities and friends, and be available for them as a listener. —A.G.

YOUR RIVAL, IN CASE YOU HAVEN'T BEEN PAYING ATTENTION, IS SOMEONE of roughly similar background (in gender, age, sport played, job title, or specialty at work, for example) who more or less evenly matches you in skill and with whom you face off in repeated competitive encounters.

If you don't think you have a rival, that could be your first problem. There is truth in one Hollywood agent's assertion that "you're no one in this town unless someone wants you dead." Having a rival, being able to get under somebody else's skin, doesn't mean you have arrived. But it says you're in the race. It says people worry about what you might do next.

Our recurring competitive bouts against known rivals ratchet up anxiety, excitement, and also performance. Oddly, considering that rivalries date back at least to Cain and Abel, the science of rivalry is relatively new, and researchers have only begun to measure its effect on performance. But when NYU's Gavin Kilduff, Ph.D., studied the running community in State College, Pennsylvania, he found that going up against a rival could cut 25 seconds off a competitive runner's 5K time. Would that kind of performance boost also show up in nonathletic rivalries?

In one experiment, Uri Gneezy, Ph.D., an expert in behavioral economics at UC San Diego, gave people the choice to earn money at either a piece rate or a competitive basis for solving puzzles. Men (but not women) preferred to compete—and going up against rivals dramatically increased their output.

Rivalry in creativity is harder to test, but competition also seems to boost creative output. The Beatles were so fabulous, according to this theory, partly because the songwriting duo of Paul McCartney and John Lennon enjoyed what Lennon called "a little competition...as to who got the A side, who got the hit singles." Each wanted to top the other.

LENNON VS. MCCARTNEY

Paul: "I have to admit it's getting better..." vs. John: "It can't get no worse..."

That same dynamic (though it was more sibling warfare than mild competition) drove the success of the band Oasis for 18 tumultuous years, with songwriter Noel Gallagher and frontman Liam Gallagher endlessly clashing even while complementing each other's talents.

Outside rivals help too. The Beatles benefited from what producer George Martin called a "curious transatlantic slugging match," a rivalry carried out against Brian Wilson and the Beach Boys through song and in the recording studio. Oasis, likewise, had a vast Billboard catalog of rivals, as evidenced by Liam's remarks "We will be as big as the Beatles, if not bigger" and "There's Elvis and me. I couldn't say which of the two is best."

These internal and external rivalries can inspire or distract, depending on the nuances: Even as they competed, Lennon and McCartney took songwriting credits together and shared the glory equally. All four Beatles welcomed experimentation; their mutual connection freed them each up to try new ideas. That's how it's supposed to work with successful teams, says Greg Clydesdale, Ph.D., of New Zealand's Lincoln University. They're driven by mutual support inside the team and the challenge of a formidable rival from outside.



KANYE VS. DRAKE

FEDERER VS. NADAL

HEMINGWAY VS. FITZGERALD

JOBS VS. GATES





You could say it didn't turn out quite like that for Oasis.

When Oasis split up in 2009, the seething resentment and animosity between the two brothers broke out in a war of insults that still hasn't let up. Liam says, "I'm a better singer than him. I'm the man, man." And Noel says, "He's the angriest man you'll ever meet. He's like a man with a fork in a world of soup." Liam says, "Noel Gallagher can be a little bitch." And Noel says, "Well, Liam talks a lot, doesn't he?... Unfortunately for Liam, he's a born liar." And that's not even getting into the weird psychosexual stuff.

It was a bizarre interchange. But a bitter rivalry can do that to anyone. NYU's Kilduff recently ran an experiment in which people could choose whether to be honest or deceptive with a partner. It turned out that an Ohio State fan was four times as likely to lie when paired with a partner from archrival Michigan than when paired with one from, say, Caltech. The Caltech guy, in turn, would no doubt lie to someone from MIT, and so on through the pantheon of school rivalries and onward into corporate life. And then there's the deranged Alabama fan who poisoned Auburn's oak trees. Rivalries can be so psychologically engaging that morality no longer matters.

AVOIDING THOSE KINDS OF EMOTIONAL MISJUDGMENTS IS KEY TO DEALING with a rival. (More about that shortly.) On the other hand, it may pay to trick your rival into doing the stupid stuff. UC San Diego's Gneezy recently dubbed this strategy the "Materazzi effect," after Marco Materazzi, a soccer player on the Italian national team in the 2006 World Cup finals. During overtime in that match, the trash-talking Materazzi expressed a personal interest in a rival's "whore" of a sister. Twice. Enraged, the rival, French team leader Zinedine Zidane, head-butted Materazzi in the chest. Zidane

BATTLING BRAIN

Win once and you can make it a habit for a lifetime.

1

The Buzzer Sounds: You Win!

When you're the champ in any kind of competition, testosterone levels often quickly rise in your bloodstream, says Matthew Fuxjager, Ph.D., an assistant professor of biology at Wake Forest University.

2

Testosterone Hits Your Brain

Experts hypothesize that a rise in testosterone feeds your noggin's reward system. And an influx of T may equal more receptors in brain structures that feed competitiveness and social aggression.

3

Your Next Face-Off

Additional T receptors are probably still hanging around in your head long after your victory, Fuxjager says. The effect? You'll be more likely to aggressively repeat the steps that led to your last win. —A.G.

was ejected from the game. Materazzi's team went on to win the cup, in part because Zidane wasn't around for the shootout that determined the outcome. Beware, though: Sometimes angering a rival just makes him mightier. Adrenaline works even faster than steroids to boost strength.

The Materazzi gambit can be genius in contests that depend on clear thinking. "Emotions should be used in strategic ways," says Gneezy. A lawyer, for example, might deliberately rile a witness to throw him off balance. In another recent incident, fast-food workers, as part of their campaign to win higher wages, bought tickets to a dinner where McDonald's USA president Jeff Stratton was speaking. Then a cashier stood up and demanded to know if it was fair that the company was still paying her \$8.25 an hour after 10 years on the job. Stratton, rendered temporarily brainless by the Materazzi effect, replied, "I've been there 40 years." The video went viral, and a year later Stratton was out of the picture.

So what are some smarter ways to handle a rivalry? First, recognize how the emotions brought on by rivalry can affect your behavior. At an auction, for instance, when the bidding is down to you and another person—especially someone you know—the wheels of rivalry start to spin. You're in front of a live audience and under time pressure. In one study of a high-stakes, time-sensitive auction, that scenario led buyers to overpay by an average of 71 percent. Business negotiations can also take on that same win-at-all-costs dynamic. Walking away from the table for a 10-minute break, or simply saying "I'll give you an answer in 24 hours" can help you avoid emotional errors brought on by a pushy rival and time pressure.

Maintaining a physical distance can also help defuse rivalrous emotions. That's why experienced buyers at art auctions, for instance, often bid anonymously through a third party by phone. But distance is not foolproof. Even in an online charity auction with the bidding down to two people, Harvard's Deepak Malhotra, Ph.D., found that people who received a leading message ("The competition is heating up... Are you up for the challenge?") were 50 percent more likely to bid again than those who were merely notified that they'd been outbid. It's why Sotheby's turns a profit.

Sometimes, though, you need to win a rival back to your side, particularly in the workplace. The standard advice is to try to see things from the other person's perspective as a way of getting a grip on your own emotions. "But they never tell you how," says Zachary Shore, D.Phil., author of *A Sense of the Enemy: The High Stakes History of Reading Your Rival's Mind*. The usual mistake is to try putting yourself in the person's head. But that just tells you how *you* might act in his or her situation. The key to predicting your rival's actions, says Shore, is to study his or her behavior—not day-to-day, but at moments of crisis. These breaks in the normal pattern tend to be far more revealing of a

rival's true character. It's in these pattern-breaking moments that you can best gauge those underlying drivers and constraints.

What's your move if you don't like what that reveals? Brian Uzzi, Ph.D., who teaches leadership at Northwestern University's Kellogg School of Management, recommends the three Rs:

Redirection is about shifting your rival's antagonism onto someone or something else that is the true root cause of the rivalry. *Reciprocity* means doing the rival a favor, out of the blue, without asking anything in return. And once those have been done, *rationality* involves getting the rival to see how working together can benefit you both.

That's the template, anyway. Real life doesn't always work out so neatly. At one corporation, for instance, the chief financial officer was working one of those grip-strengthening gadgets—as if squeezing his visitor's testicles—when an exec went in to present his budget request. "Tell me the numbers," said the CFO. Then he insisted on cuts, no explanations wanted.

Redirecting the CFO's anger was a matter of mentioning the government regulators who mandated the programs covered by the proposed budget. Rationality consisted of pointing out what was in it for the CFO: "You could go to jail if you don't do this," the executive said finally. "These are mandatory compliance expenses."

Then, to sweeten things a little, the executive added that a reputation for manufacturing safe products would quickly reward the CFO with bigger profits as the company moved into emerging markets. There wasn't much reciprocity. But two out of three did the job of bringing a rival in line and keeping the budget intact.

ONE FINAL THOUGHT TO KEEP IN MIND: AS MUCH as you may hate your rival now, as much as you may want to rip out his heart and scatter his ashes across the nearest septic waste pond, it may not always be so. Rivalries lead us to put on "perceptual blinders." We block out mitigating or redeeming factors and focus all our concentration on the rival as enemy. And maybe that's how it has to be, at least while the battle is being fought.

Later on, though, when the blinders come off, old adversaries often discover a powerful bond: It's not just that they shared the same glory days. Without a worthy rival, without that guy, there might not have been any glory days in the first place. Would Bill Gates have accomplished as much had there been no Steve Jobs? Would there be a Magic Johnson without Larry Bird? Or an Andre Agassi without Pete Sampras?

One of these days, even the Gallagher brothers will realize that being rivals—loud, nasty rivals at that—has gotten them nothing but empty headlines. Being brothers, being part of Oasis, and telling the rest of the musical world "Get out of the way, we'll take charge here"—that's the best thing that ever happened to them. ■

"At the start, I needed to do it," he says. "But now I want to. Now it's part of my life. I enjoy it. I love getting up in the morning. I love the feeling of sweating. It's a great feeling—you feel like you've worked hard. It's a great way to start your day."

He'll even go heavy on days he plays. It doesn't bother him: "The more you do it, the more your body adapts." On the final day of the Ryder Cup, he did a heavy upper-body workout, which alarmed some. McIlroy put their fears to rest by crushing Rickie Fowler in their match a few hours later.

His first years with McGregor focused on stability, balance, and control. "Now he's really got a foundation," McGregor says, explaining that this made it possible to add heavy lifting and explosive plyometrics to the program. "If we were trying to make him do powerful movements on an unstable base, then that would lead to other issues." Today, his clubhead speed is faster than ever.

"I probably feel less flexible, but I feel much more stable in my swing," McIlroy says. His swing used to be longer and looser, he says. "It looks much more under control now. It's like it's coiled."

"I DON'T FEEL LIKE I'VE DONE A DAY'S HARD WORK in my life," McIlroy says with a chuckle before we play St. Andrews on a simulator at Golf & Body NYC, a luxury practice center favored by Wall Streeters and celebrities like Jimmy Fallon.

What McIlroy means is that practice doesn't feel like work, that lifting is fun, and that tournaments are a thrill. Work? That's what his mom did, taking extra factory shifts to cover her son's travel expenses during the amateur years.

But he does put in the hours: on the range, in the gym, on the course. A common misperception, he notes, is that he's a naturally gifted athlete who doesn't need much practice. "People don't see how much hard work I actually put in."

Which hints at the true reason for McIlroy's rise to the top, one that's less obvious than his broadened shoulders: It's his mindset. Golf is a head game above all else. Its recent history is littered with spectacular losses attributable to vapor-locked brains: Greg Norman blowing a 6-stroke final-day lead at the 1996 Masters; Jean van de Velde at the 1999 British Open, wading into a river; Mickelson gambling away the 2006 U.S. Open.

In 2011 at Augusta, a 21-year-old McIlroy was poised, Tigerlike, with a 4-stroke Sunday lead, then infamously collapsed with a back-nine 43. After the tears, McIlroy came to realize that the trouble had begun on the front nine "when I started to look around" at charging competitors.

A couple of months later, he was destroying the field at the U.S. Open.

A golfer, he says now, needs self-awareness. "It's knowing how you're thinking and why you're thinking like that, and what you need to do to alter it in some way." His on-course fix is two words: "process" and "spot." If he finds himself thinking too much about the outcome of a shot, these words

shift his focus back to the present moment. "Process" refers to his preshot routine: visualizing the shot, setting up, thinking only of the swing when he takes the club back. "Spot" refers to, well, a spot a few inches in front of his ball when he putts. "I never look at the hole when I putt," he explains. "I'll always look 2 inches in front of the ball and just try to roll it over that."

This simplifies the game. As a kid in Hollywood, wee Rory would watch videos of Nick Faldo and Woods and mimic their swings, a fairly unconscious way of learning. These days, Bannon has McIlroy write down what his swing feels like when it's working well. The technical instruction "translates more into feelings for the club at certain times in the swing," Bannon says. If something goes wrong, "he can identify a feeling that he had when he did it right and go back to it."

When pressure mounts, McIlroy engages in positive self-talk that only he and his caddy, J.P. Fitzgerald, hear: *Make a good swing*, or *Focus on your target*. He might bang the club-head into the turf to release tension.

"So say we're looking at the 17th at St. Andrews here," he tells me. "Visualize what you want to do with the golf shot. You basically pick the shot, you see it, you walk into it, and you try to make the best possible swing you can. And you know if you do that, the rest will take care of itself."

Simple, right?

THIS SUMMER, MCILROY WILL SEEK HIS SECOND U.S. Open trophy at Chambers Bay in Washington State, then defend his British Open title on the Old Course at St. Andrews in Scotland. In our virtual visit to the course, he goes par-birdie; I take a 7 with an unplayable lie (or so claims the stupid computer) but manage an up-and-down par at 18. "There you go!" says the world's best to a struggling hacker. "Well done."

"He's got a nice way about him with people," Nicklaus says. "He's very giving of himself." But the niceness stops when he's over the ball. "He wants to be the best," says Nicklaus, who knows the impulse and approves. "He's got enough moxie and cockiness about him that gives him an air of self-confidence but not arrogance. It's 'Yeah, I can do this, and I can do it well.'"

Later, at a crowded charity event, McIlroy finds himself face-to-face with former president George W. Bush, who embraces him and gushes like a fan. "You're a good man, Rory," 43 says to No. 1. "I love the way you handle yourself. You bring class to the game." McIlroy thanks him and jokes with the ex-prez, poses for photos, and moves on.

Just another not-surreal day. ■

▶ TOXIC RELATIONSHIP, CONT. FROM P. 55

At some point my heartburn stopped. I'm not saying there's a cause-effect thing here, but it happened. Marisa Bunning, Ph.D., of Colorado State University, who's an expert on postharvest produce safety and quality, says many factors could have been at play in my case. Most likely my organic diet pushed me to eat more vegetables and powerhouse greens while also cutting back on a bunch of the bad stuff. "There's a more limited selection of unhealthy organic food," she says. "You made a real change in your lifestyle."

By my final week, I was sleeping through the night again. I took a few runs in my neighborhood. I went sledding with the kids and didn't huff and puff my way up the hill. Had my new lifestyle changed me this much in such a short time? Hard to say. Maybe I was feeling a placebo effect. Or maybe, as Bunning said, my diet had changed significantly enough that my body stopped reacting so terribly.

Even though my 30 days are over now, I've stuck with much of my 100 percent organic diet. I pack my lunches with organic bread, peanut butter, and honey. I haven't touched candy in weeks, and I don't do late-night snacks packed with sugar. In fact, I haven't been to a gas station food mart in two months. Of course, if they find a way to make an organic Slurpee, all bets are off. ■

WHERE TO BUY

Axel Rigato
axelrigato.com

Banana Republic
bananarepublic.com

Baume & Mercier
baume-et-mercier.com

Bonobos
bonobos.com

Boss
hugoboss.com

Citizen
citizenwatch.com

Gap
gap.com

Hook & Albert
hookandalbert.com

Hush Puppies
hushpuppies.com

Jack Spade
jackspade.com

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The Tie Bar
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nordstrom.com

Van Heusen
bonton.com

White Wing Label
whitewinglabel.com

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Degrees of Chillin'

We ducked out early to ask the average guy how he spends his free time.

THE
AVERAGE
GUY

12 Number of party nights the average guy has in him every year



3 IN 4

Number of men who'd give up one of those tequila-soaked bashes to chill over a burger and brews

16 Percentage of guys who've slowed their roll by playing in a rec bowling league



9 Percentage of men who don't even want to know how many hours they waste on fantasy football



19 Percentage who'd rather fill their time with a "real" sport. Badminton, anyone?

18 Percentage of men who enjoy spending their free minutes digging into a fantasy novel



19 Percentage of those men who feel secretly guilty that they're not reading Hemingway instead

15 Percentage of men who have the geek gear to spend their free time stargazing

3 IN 4

Number of those amateur astronomers who still can't tell Mars from Uranus

3 Number of vacation days the average worker leaves untapped every year

ROME

City the average guy must see before his vacay vanishes



13 Percentage of men who've used their downtime to take up home brewing



26 Percentage of those brewers who frankly couldn't stomach the resulting swill



1 IN 5

Number of men who rely on long runs to pound stress into the pavement

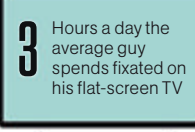
16 Percentage who would rather put up their feet and sip a glass of whiskey



11 Percentage of men who say those Kate Upton commercials may sway them to play *Game of War*



72 Percentage of men who, Kleenex in hand, have literally beaten off boredom



3 Hours a day the average guy spends fixated on his flat-screen TV

22 Percentage of diehards who confess that they've sat at home in full jersey regalia to cheer on their team



WORK HARD TO GOOF OFF

Taking mini breaks throughout the workday can boost productivity, reveals research in the journal *Cognition*. People who were given small distraction exercises while taking an attention test performed better than those who tried to stay focused the entire time. Work in a break every 30 minutes, the point at which the average person's attention span starts to plummet, says study author Alejandro Lleras, Ph.D. Just make sure you really do only "take five" or less; doing something else for more than five minutes is more like multitasking, says Lleras.

MAKE THAT VACATION GLOW LINGER

Want your week off to feel like it's twice as long? Categorize your vacation activities and then stagger them, a new study in the *Journal of Consumer Research* suggests. So if you've budgeted three beach days and two city days, alternate between the two, if possible, rather than doing them back-to-back, says study author Anuj Shah, Ph.D. "When you have multiple kinds of activities left, it feels like there's more time remaining," he says. Two days that include both city and beach time are going to seem longer than two days of just one or the other.

OUR BEEF HAS A BEEF WITH OTHER BEEF.



Sure, we'll add smoky chili-adobo to our steak. We'll add cumin, garlic, and fresh oregano to our barbacoa. But sourcing beef from cattle raised with antibiotics or added growth hormones? No, thanks. And if ever the very best Responsibly Raised® beef isn't available, we'll let you know. Who could have a beef with that?





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TO SUCCEED IN IMITATION — *HERMAN MELVILLE*

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